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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 58 titles deal with a variety of topics, including the following: value, attitude, and behavior change initiated by interpersonal and mass media; television and the school; bridal magazines from 1967 to 1977; interpersonal communication behavior in commercial television programing; Canadian private broadcasters and the reestablishment of a private broadcasting network; Public Law 93-107, the sports antiblackout law; mediating effects of television violence through curriculum intervention; crossownership and the marketplace of ideas; media and the American mind; cable television; television as a source of career awareness for children; a comparison of television and newspaper credibility; the effect of dialect on the persuasiveness of a radio advertisement; patterns of sequence, reduction, field size, and directionality in the edited films of white male adolescents; the mass media and politics; news flow between the United States and Asia; story films; all-news radio stations; academic achievement and television viewing practices; race, public opinion, and print media coverage; television advertising directed to children; comparative advertising; television exposure and language acquisition of preschool children; and audience research for public television. (FL)

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ALLEN, Jerry L., Ph.D. Southern Illinois University at Carbondale, 1979. 211pp. Major Professor: Dr. Keith R. Sanders

As those who study communication began to abandon single stimulus studies of attitudes and behavior, Milton Rokeach presented evidence indicating that long-term changes in values, attitudes, and behavior could be achieved during a single experimental session involving self-confrontation. Through objective feedback about their own and significant others' values, persons developed self-dissatisfaction with their value priorities which culminated in changes in values, attitudes, and behavior.

The experiment reported here was undertaken in an effort to replicate Rokeach's experiments; to examine the effect that manipulation of specific terminal values has on the 18 terminal values generally; and to determine whether the self-confrontation procedure is channel bound.

Results were tabulated on 136 subjects. After completing the Rokeach terminal value scale, three experimental groups received a brief self-confrontational message, and were asked to indicate either satisfaction or dissatisfaction with their original ranking of the target values Freedom and Equality. Subjects were also asked to indicate their attitude toward civil rights, and their level of satisfaction with the 18 terminal values generally. Control subjects did not receive the stimulus message, or the measures of satisfaction and dissatisfaction. Terminal values and attitudes were checked in posttests at intervals of two, four, and six weeks. Overt behavioral compliance was measured by responses to a letter soliciting NAACP membership.

Subjects who became dissatisfied with their ranking of either Freedom or Equality increased their ranking significantly more than did those subjects who remained satisfied with their original ranking, and such increases were not channel-bound. Self-dissatisfaction led to changes in targeted terminal values regardless of the channel. However, the television channel did produce less dissatisfaction with Freedom. Dissatisfaction with specific terminal values was not found to result in general dissatisfaction with terminal values. Changes in attitude and behavior were not significant. Nevertheless, value theory and the research which it has stimulated hold many interesting implications for those who study human communication.

TELEVISION AND THE SCHOOL: PROCEDURES FOR ANALYSIS AND IMPLICATIONS FOR CURRICULUM DEVELOPMENT Order No. 7924579

AMATUZZI, Joseph Ralph, Ed.D. Columbia University Teachers College, 1979. 207pp. Sponsor: Gary A. Griffin

The school as the dominant institutional mode of formal education has, for the most part, shunted the medium of television to the margins of its instructional programs. There are certainly those teachers who are actively using instructional television series to complement their lessons. Few, however, are systematically linking their lessons to the thousands of hours children devote to the medium in the home. There are fewer who recognize the medium as an alternate mode of communication and education. This study explores ways in which elementary and secondary schools can best utilize the medium of television which is a major influence in the lives of children and adolescents.

The purposes of the study are: (1) to explore how elementary and secondary schools can effectively address the medium of television as a delivery system, as a subject of study, and as a means of education and communication; (2) to identify the instructional strengths and weaknesses of television in the classroom; (3) to report on ways in which educators have linked students' home viewing to school activities; (4) to propose a high school curriculum which enables students to develop critical viewing skills in organizing, analyzing, comprehending, and evaluating television they view at home; and (5) to present school television production strategies which enable students to reinforce critical viewing skills by communicating through the medium.

The initial procedure of the study involved a comprehensive review of the literature on television in terms of its impact on children and its utilization in schools. Three broad areas of television utilization emerged from this review.

First, instructional television is examined in terms of its content, source, and utilization strategies within conventional school curricula. Procedures for determining the quality of instructional television series and programs are also included.

Secondly, the study examines educational movements, reviews instructional materials and proposes strategies in using children's home television viewing within the school's instructional programs. The section concludes with a proposed high school television curriculum which is designed to promote the acquisition of critical viewing skills.

School productions comprise the third major area of television utilization. The study reports on the state of the art and presents strategies which suggest how teachers and students can effectively communicate through the medium. The treatment of school television productions concludes with a discussion of present and future educational uses of cable television.

The study concludes with recommendations for further research and educational practice and reports on events which occurred while carrying out the study.

YOUNG CHILDREN'S ABILITY TO ISOLATE NUTRITIONAL ELEMENTS IN A TELEVISION COMMERCIAL, THEIR KNOWLEDGE OF AND THEIR PARENTS' ATTITUDES TOWARD NUTRITION, DENTAL HEALTH AND THE EFFECTS OF SUGAR CONSUMPTION Order No. 7926710

ANDERSON, Joann Clark, Ph.D. The Florida State University, 1979. 129pp. Major Professor: Dr. Nancy Douglas

Industry guidelines require at least one audio mention and one video depiction of a breakfast food in a nutritional setting. This investigation studied the extent of recall four and eight year old children had of the nutritional elements in a commercial meeting those voluntary guidelines. Further, it investigated the knowledge those children were able to orally express regarding nutritional and dental health along with their ability to express deleterious effects of sugar consumption and its relation to dental and nutritional health. Using a sample of 83 children, this study sought to determine whether the variables of age, socio-economic status (SES), and/or race influenced the verbal expressions of children on these major topics. Because children are influenced by parental attitudes, this study further sought to determine parental attitudes regarding nutrition and dental health practices of their children and whether those parental expressions were influenced by race, age of child, or SES.

Data were collected using Focus Group Research a qualitative data collection technique. Eighty-three four and eight year

old children from the Tallahassee area were grouped homogeneously into 16 groups by age, race, and SES.

Each group viewed a color video recording of a sugared cereal commercial and were then asked to recall what they had seen. During the remaining portion of the session, using primary and secondary probes, responses were elicited by the researcher and observed by four certified elementary teachers. These four observers were trained and used to provide consensual validation. Data on parental attitudes were collected using a questionnaire distributed to the parents of all group participants.

In this sample, one out of five nutritional elements of a sugared cereal commercial viewed once were recalled by four year olds and three out of five by the eight year olds. Four year olds as a whole were unable to express the deleterious effects of sugar. Eight year olds tended to express the negative effects while offering contradictory statements regarding their avoidance of sweets. Parents expressed both awareness and concern that their children purchased and consumed sweets but offered no solution to the problem. From a total of four food groups, four year olds averaged 2.6 in their responses to nutritional probes while eight year olds referred to an average of 3.4 food groups. In response to dental questions, from a total of five dental elements, four year olds referred to an average of 2.0 and eight year olds 3.5.

Of the variables considered – age, SES, and race – differentiation of responses appeared to be most related to age. Parental attitudes differed only slightly when compared by SES or race.

CHANGES AND CONTINUITIES IN THE TRANSITIONAL STATUS OF BRIDE INTO WIFE: A CONTENT ANALYSIS OF BRIDAL MAGAZINES, 1967–1977, THE DECADE OF THE WOMEN'S MOVEMENT

Order No. 7923700

BAHN, Adele K., Ph.D. City University of New York, 1979. 428pp. Adviser: Professor Charles Winick

A content analysis of bridal magazines was carried out to explore the influence of the media as agents of socialization for individual roles and family life. The main focus was on changes and continuities in special aspects of the transitional status of bride into wife presented both implicitly and explicitly in the advertisements and articles of the magazines. Bridal magazines from 1962 to 1977 were reviewed, a period that included the decade of the women's movement. The analytic criteria involved both a detailed description of actual changes in the status of women during the period covered and the stated goals of the women's movement. A cross-cultural element involved comparisons of British, French, and Italian magazines.

Variables of analysis included sex roles, sexual behavior, division of household tasks, fashion, concepts of beauty, divorce, and women and work. It was determined that the magazines are read by a plurality of brides and their families and that the content of both articles and advertisements contained specific role prescriptions, values, and proposed life styles.

While changes were found in some of the variables, continuities were more significant, particularly continued omissions or muted attention to aspects of women's lives such as career planning and work. The importance of advertising as it buttressed the media in presenting images, roles, and life styles was clearly determined.

INTERPERSONAL COMMUNICATION BEHAVIOR IN COMMERCIAL TELEVISION PROGRAMMING

Order No. 7918317

BARBATSIS, Gretchen Lynda Schoen, Ph.D. University of Minnesota, 1979. 184pp.

While previous research indicates sex role stereotyping in television programming, analyses have been based on general considerations. Analysis at a more specific level, such as interpersonal communication behavior, appears to be an important extension of previous research.

Symbolic interaction theory as well as transactional theory provide a theoretical perspective for this investigation of the medium as it relates to possible effects on the behavior of the viewer. Symbolic interaction theory suggests that the development of "self" (self-concept) is dependent on cues from the environment. Transactional theory suggests that television may be seen as an environment through which an individual receives cues in the form of expectations of behavior.

Sex role stereotyping may be accomplished through messages of dominance or submission that one receives or that one is expected to send. From this perspective, patterns of interpersonal communication in television programming are examined for the relationship between sex of the sender and the receiver and the types of control message that is sent or received.

Analysis is based on a sample of prime time, soap opera and Saturday morning children's programming randomly selected from an eight week viewing period in the Spring season of 1977. Messages sampled in each program are those occurring every 20 seconds in the half-hour programs and those occurring every 40 seconds in the hour programs. Using the Relational Communication Analysis instrument developed by Erickson and Rogers messages are coded for the format, response mode, and control dimension of the interaction. In addition, each message is coded for the demographic characteristics of the sex, age, race and occupation of the speaker and the receiver. Analysis is based on a cross-tabulation analysis of speaker-receiver sex according to format, response mode and control dimension of the messages.

The results of the study suggest that television programming is not providing a diversity of models of sex role communication behaviors. Males predominate in the amount of messages sent and received, and the masculine communication style of asserting dominance characterizes the majority of the messages for both males and females. The distortion is the greatest in children's programming, although neither prime time or soap opera programming provide models of effective interpersonal communication behavior.

Further study of the television environment (including analysis of the non-verbal components of the messages), the viewer's conceptualization of that environment, and the relationship of that conceptualization to self-concept is necessary before generalizations about the effects of the medium on sex role behavior can be made.

THE MAKING OF A PUBLIC: A PARTICIPANT OBSERVATION STUDY OF AUDIENCE FORMATION IN A GUBERNATORIAL PRIMARY Order No. 7922450

BARKIN, Steve Michael, Ph.D. The Ohio State University, 1979. 239pp. Adviser: Professor Goodwin Berquist

Historically, studies of political campaigns as communication processes have viewed the "audience" as synonymous with the electorate, a body of message-receivers for whom appeals are tailored and constructed. George Gerbner has observed, however, that through modern mass communication, audiences themselves may be constructed: "The revolutionary aspect of modern mass communication is its 'public-making' ability: that is the ability to form historically new bases for collective thought and action quickly, continuously, and pervasively across boundaries of time, space, and culture." The present study examines this process in the 1978 primary campaign of Richard F. Celeste, a candidate for the Democratic nomination for governor in Ohio.

Data were gathered through participant observation; the researcher served as a volunteer "press assistant" in the Celeste campaign organization for eight months. The methodology is allied to phenomenological sociology, particularly the work of Alfred Schutz. In a phenomenological perspective, participant observation is employed as a means of understanding a phenomenon by experiencing it, by entering a research setting as a "cultural stranger."

Throughout the study, the researcher found that the public identity of the candidate was subject to continuing negotiation and adaptation--within his own campaign organization. To be sure, the Celeste staff was engaged in "image politics"--the conscious effort to unite campaign theme, issues, timing, and media approach--to produce a particular kind of candidate for particular groups of voters. Celeste used demographic surveys and a team of media advisers. Yet the process of image-making was more tentative and imprecise than accounts such as McGinniss' The Selling of the President 1968 would suggest.

Despite clearly stated campaign "goals," "objectives," and "tasks," campaign strategy worked itself out as a response to problems within the organization and events outside it. The nature of the images changed over a period of eight months, as did the nature of Celeste's desired audience. Cultivated by the mass media, that audience linked more than 400,000 individuals who gave Celeste the Democratic nomination in June.

The public identity of the candidate and his audience had been negotiated in a process of human communication. Each had been socially constructed within a matrix of time, error, opportunity, and events. Candidate and audience are thus symbiotic-mutually constructed, the two are mutually dependent. Celeste evolved a persona in the campaign by making suppositions about the audience and how he might motivate it, by responding to events, by talking to his staff, by reading the newspapers, by receiving praise and criticism. As the candidate constructed the audience, the audience "made" the candidate.

CANADIAN PRIVATE BROADCASTERS AND THE REESTABLISHMENT OF A PRIVATE BROADCASTING NETWORK Order No. 7925115

BLAKLEY, Stewart William, Ph.D. The University of Michigan, 1979. 230pp. Chairman: Edgar E. Willis

Canadian broadcasting started as a private commercial enterprise before attracting the attention of the Canadian government. By 1929, the Aird Commission detailed how Canadian broadcasting could be put on a public basis and in 1932 the Canadian Radio Broadcasting Commission (C.R.B.C.) fulfilled some of the Aird recommendations. The C.R.B.C. expropriated necessary private stations and dismantled the existing private radio networks. It then became a function of the C.R.B.C., and later the Canadian Broadcasting Corporation (C.B.C.) to be the main source of network service for Canadian radio listeners. Starting in 1932, private stations were allowed to set-up "ad hoc" networks but were not allowed to establish permanent networks. This arrangement was challenged by the private broadcasters.

During the succeeding years, private broadcasters were not able to focus all of their efforts only on securing permission for a private network. Other concerns occupied their attention. This work focuses on determining what factors prevented the private broadcasters from establishing their network, and how these factors changed to finally permit a private network.

The records of nineteen Special Committees and four Royal Commissions were examined to determine what factors had an influence on the course of Canadian private networking. These records were relevant because they chronicled the concerns of private broadcasters of the time. Other public documents dealing with Canadian broadcasting were also consulted. These included Debates of the House of Commons of Canada and press releases by government organizations dealing with broadcasting. Finally, the broadcasting laws of Canada were used to chart the progress of the demands of private broadcasters. Additionally, interviews were conducted with members of the Canadian Association of Broadcasters and the founder of the CTV Television Network. These interviews illuminated the concerns of private broadcasters and put events in the perspective of their times.

Comparison of these sources brought out three factors which had a bearing on private network demands. First, the government had a vision of public broadcasting it wished to promulgate in Canada. The C.R.B.C. and C.B.C. were the embodiment of this public vision of broadcasting. The network desires of private broadcasters ran contrary to the government's public vision. It was not until the opinion of the government changed that a private network could be formed. The second factor bearing on the situation was the outside events which had an impact on Canadian broadcasting. Other events intermittently caused the government to reaffirm its position on Canadian broadcasting and the status of private networks. Third, other concerns kept private broadcasters from pushing exclusively for a private network. It was important for private broadcasters to first insure their continued existence. Then it became necessary to change the structure of Canadian broadcasting regulation before a private network could be formed.

These three factors coincided in 1958 to permit the reestablishment of a private broadcasting network. If these factors had not met at that time, it is conceivable that a private network might never have been reestablished.

THE EFFECT OF PUBLIC LAW 93-107, THE SPORTS ANTIBLACKOUT LAW, ON THE VALUE OF THE NATIONAL FOOTBALL LEAGUE'S TELEVISION RIGHTS Order No. 7916910

BLAU, Robert Tyler, Ph.D. Indiana University, 1979. 161pp.

This study analyzes the effect of Public Law 93-107, the Sports Antiblackout Law, on the value of the National Football League's television rights. Public Law 93-107, enacted by the Congress in September, 1973, required NFL franchises to lift the local television blackout on home games televised pursuant to a network contract and sold out at least seventy-two hours in advance. The study is prompted in part by continuing congressional interest in sports antiblackout legislation following the expiration of Public Law 93-107 in December, 1975 and the NFL's subsequent commitment to abide by the spirit of the original statute through the 1979 season.

It is hypothesized that local telecasts of sold-out home games have had a significant, positive effect on the size of both network and local station audiences. It is expected further that Public Law 93-107 has had a significant impact on the value of commercial time sold during NFL telecasts. Finally, it is hypothesized that virtually all financial benefits accruing from locally-televised home games are captured by the networks and subsequently passed on to the NFL in the form of higher prices paid for the League's television rights.

Results of the analyses generally confirm the researcher's expectations. Specifically, analysis of local television audience ratings for NFL games indicates that the Sports

Antiblackout Law has been highly beneficial to professional football fans residing in NFL home team territories. Between 1973 and 1976, the legislation required NFL clubs to locally televise nearly one-half of all regular season and 86 percent of all post-season games. Local telecasts of regular season home games captured an average rating of 31.6 over the four-year period under consideration, while other NFL games that did not compete with a home team's telecasts only managed an average rating of 18.8. Similarly, when required to choose between locally-televised home games and other NFL telecasts, local viewers preferred the home club by a margin of nearly five to one.

The analysis further indicates local telecasts have had a positive, significant impact on the size of CBS' national NFL audience and the value of commercial time sold during that network's professional football schedule. It is estimated further that audience gains accruing from local telecasts of home games increased the value of the League's television rights by an amount equivalent to 1.3 percent of the total revenues from all three networks, or about $2 million a year under the terms of the latest four-year contract which extends through the 1981 playing season.

While these and related findings tend to refute the NFL's assertion that Public Law 93-107 would undermine the financial vitality of professional football, the results suggest that Public Law 93-107 may have imposed substantial opportunity costs on the League and the pay-television industry. In requiring the NFL to televise sold-out home games locally, the Congress precluded the League from marketing these television rights to pay-television systems. That in turn has inhibited the development of pay-television service in major metropolitan markets that support NFL franchises. Additionally, the Sports Antiblackout Law has restricted price competition between the pay-television industry and the conventional television networks for exhibition rights to all types of entertainment programs, thereby possibly reducing the quantity and diversity of television fare made available to all viewers through independent program producers. Furthermore, in restricting the League's access to pay-television subscribers, the Congress may have inadvertently suppressed the value of professional football franchises and in so doing may have inhibited expansion of the NFL into markets that do not now support a team. In that regard the effects of Public Law 93-107 could have run somewhat counter to its expressed purpose.

MEDIATING EFFECTS OF TELEVISION VIOLENCE THROUGH CURRICULUM INTERVENTION
Order No. 7917680

BUERKEL-ROTHFUSS, Nancy Louise, Ph.D. Michigan State University, 1978. 206pp.

This study presented an experimental test of two instructional modules designed to teach children to be more critical consumers of television violence. Two global objectives provided the groundwork for development of the curriculum modules: (1) to decrease students' liking for television violence; and (2) to decrease students' exposure to television violence.

Past research on mediation of the harmful effects of television on children focused primarily on the role of parents. In essence, it has been demonstrated that discussion with parents regarding the reality of television portrayals and other undesirable aspects of the medium can have a dramatic impact on the amount and kind of learning that takes place in front of the television screen. Unfortunately, such parental intervention has been neither widespread nor consistent.

The rationale for this research study was essentially a pragmatic one. Given, on one hand, data indicating a positive relationship between amount of exposure to television violence and personal aggression and, on the other hand, the paucity of parental mediation routinely practiced, an alternative mediation strategy seemed necessary. At the time of this writing, several similar intervention curricula were in the development stage, but virtually no research evidence existed which either confirmed or denied the efficacy of such an approach. This study was an exploratory step in the direction of formulating and evaluating such a curriculum intervention strategy.

Module I, Content Realism, attempted to demonstrate that dramatic television does not portray a realistic image of the world. The ultimate intent of this module was to devalue television as a viable source of "real world" information for the student. Module II, Decision-Making, attempted to guide students toward making conscious, criteria-based decisions regarding television viewing. The central focus of this module was on development of personal awareness and control of behavior regarding television.

One hundred thirty-six fourth and sixth grade students in Haslett, Michigan, comprised the sample for the experimental study. Intact classrooms were assigned by principals to three experimental conditions: (1) Module I instruction plus Module II instruction; (2) Module II instruction only; and (3) Control (no instruction). Each module required five, forty-five minute sessions of regular class time to complete. All material was presented by an elementary teacher hired and trained for the study.

Multiple-item indices were constructed to measure dependent variables at three levels: (1) general level variables, which could be affected by either Module I or Module II instruction; (2) variables specific to Module I instruction; and (3) variables specific to Module II instruction.

All hypothesis testing took the form of analyses of covariance using a two-group (one experimental and one control) by two-grade (fourth and sixth) factorial design. In all, twenty-one research hypotheses were tested.

Findings suggested that neither module alone had dramatic impact on students' attitudes and behaviors regarding television violence, although twenty-eight out of thirty-five changes examined were in the posited directions. Grade level was found to be an important consideration for many variables of interest.

CROSSOWNERSHIP AND THE MARKETPLACE OF IDEAS: DIVERSITY OF OPINION ON NATIONAL POLITICAL ISSUES
Order No. 7922115

BUSTERNA, John Charles, Ph.D. The University of Wisconsin-Madison, 1979. 103pp. Supervisor: Associate Professor William B. Blankenburg

Federal government regulation of broadcasting has been greatly concerned with how concentrated media ownership may affect the public interest performance of broadcast stations. This dissertation measures the relationship between the presence of daily newspaper-television station crossownership in a market with the level of diversity of opinion on national political issues. The market is defined as a county. Diversity of opinion is defined in two ways: as the variety (entropy) of important national issues mentioned by respondents in each county, and as the variability (variance) of positions taken by respondents in each county on a set of ten national issues. The presence of crossownership is measured dichotomously--whether or not the county has a daily newspaper whose city of publication (within the county) is within the signal area of a television station under the same ownership.

Much of the data was obtained from a 1976 national survey performed by the Center for Political Studies of the University of Michigan. Multiple regression was used to analyze the relationship between crossownership and diversity of opinion. Sixteen "control" variables were added to the model and consisted of media competition factors (such as the number of newspapers and television stations in the market) and social, economic, and political factors (such as respondents' education, income, and political party affiliation). The inclusion of these sixteen control variables allows the regression model to measure the statistical association of crossownership and diversity of opinion after the effects of these other factors are accounted for.

The results of the analysis were that the presence of crossownership in a county was not significantly related to either the variety of stands taken on the ten national political issues or the variety of important national political issues mentioned by the respondents. However, one of the ten issues did have a significantly reduced variability of positions in crossownership counties, and another was nearly so. Six of the remaining issues showed a negative (though not-significant) relationship between crossownership and diversity of opinion. Thus, while the findings here found no significant relationship, the high proportion of non-significant negative findings indicates that further research in this area may uncover a significantly negative relationship between crossownership and opinion diversity.

AN EMPIRICAL COMPARISON OF DIRECT AND INDIRECT METHODS OF MATCHING MEDIA AUDIENCE TO TARGET MARKET MEMBERSHIP Order No. 7918045

CANNON, Hugh McKinley, Ph.D. New York University, Graduate School of Business Administration, 1979. 262pp.

Every media selection problem includes some kind of matching of various media vehicles and members of the target market, defined in terms of some criterion variable. The most direct approach is to match media to the target market directly by noting the proportion of the media vehicle audience who are also members of the target market.

In practice, media usage and target market membership data are often not available from the same research instrument. As a result, media and markets are frequently matched indirectly, using demographics as mediating variables.

This study compares direct and indirect matching. Since indirect matching is viewed as a surrogate for direct matching, the quality of the indirect matching method will be stated in terms of the degree to which it approximates direct results.

The findings vary, both by method of comparison and by target market. Nevertheless, a substantial loss of efficiency was found in all cases. The loss was sufficient to merit concern regarding the predominant role of indirect matching in current industry practice. On the other hand, the loss was not sufficient to merit the rejection of indirect matching out of hand.

A model is developed to guide marketing and media research strategy as it relates to media-market matching. This is then used as a basis for suggesting future research.

INSTRUCTIONAL BEHAVIORS: A DESCRIPTIVE STUDY OF FILM FESTIVAL WINNERS AND NON-WINNERS IN THE HEALTH, MEDICINE, AND SAFETY CATEGORY, 1974-1977 Order No. 7922470

COLLART, Marie Ethel, Ph.D. The Ohio State University, 1979. 396pp. Adviser: Professor Robert W. Wagner

One purpose of this research was to describe the differences in instructional behaviors, patterns, and production elements between eight health-related films which received the Columbus International Film Festival Chris Awards and eight health-related films which were nonaward winners in the same competitive judging.

A second purpose was to describe the elements of design that facilitate achievement of affective objectives in 16 mm instructional films.

A third purpose was to determine the viability of the Hough, Duncan and Belland Observational System for Instructional Analysis IV (OSIA IV) as a methodology for instructional film analysis.

The Collart Subfunction and Subscript Film Analysis System for OSIA IV was developed.

OSIA IV is demonstrated as a flexible, feasible research tool for instructional film analysis.

The present study clearly identifies certain key differences between award winners and nonaward winners in a given festival in a given category.

Award winners have clearly identified central characters and relatively few secondary characters. Nonaward winners usually have several central characters and feature secondary characters.

Award winners use third person narration and also have a considerable first person narration. Nonaward winners often have persons off-screen in dialogue with persons on-screen.

Award winners display visual dominance in film bodies. Nonaward winners have audio and visual dominance in equal proportions.

Award winners use strong story lines or plots while nonaward winners do not.

Award winners use music selectively for both cognitive (i.e., informational) and affective (i.e., attitudinal) purposes and generally use small group ensembles for performance on the music track. Nonaward winners often use general background music with solo instrumentation.

Award winners use color selectively, typically for affective purposes. Nonaward winners use color for cognitive purposes and generally are not as selective.

Award winners have covert (low key) communication with the viewer, while nonaward winners use more persuasive often covert appeals associated with testimonials, threat, logical argument and emotional appeals.

Award winners employ more subjective or first person camera angles.

Award winners use introductions and summaries directed to the viewer. Nonaward winners use fewer and less strong introductions and summaries.

Award winners use real and contrived sound effects selectively for both informational and attitudinal purposes. Nonaward winners use sound effects primarily for background purposes, with less selectivity than award winners.

Award winners use animated graphics more selectively than nonaward winners.

Award winners use relatively few optical effects selectively, while nonaward winners employ optical effects throughout the films.

Selectivity seems to be the key in the use of specific production elements in the award winning films. The careful and conscious manipulation of the elements of film design appears to enhance the message in the judgment of the evaluators in this festival. This calculated and deliberate selection of elements is well documented in the literature and is consistent with other research findings on good instructional film design.

The elegance of simplicity and selectivity are exemplified by award winning films. The introduction of too many elements into a single film design may simply result in "noise".

This study demonstrates that effective behavior in instructional film is not the same as effective instructional behavior in the classroom. While teacher-learner interaction, indirectness, and acknowledging/non-personal judgmental behaviors are associated with classroom learning, film is successful as a direct teaching medium. Direct viewer communication, appraisal clarity, and the experience of verisimilitude are more appropriate for the instructional film.

A "Structure of Instructional Film Design" model is proposed to encompass the three complex sets of variables: (1) instructional behaviors, (2) motion picture production elements, and (3) persuasive message strategies. The model defines critical areas where decisions must be made by the filmmaker; the present study contributes detailed information toward understanding the range of film characteristics and their influence on learning.

MEDIA AND THE AMERICAN MIND: THE INTELLECTUAL AND CULTURAL RECEPTION OF MODERN COMMUNICATION, 1838-1965 Order No. 7921552

CZITROM, Daniel Joseph, Ph.D. The University of Wisconsin-Madison, 1979. 457pp. Supervisor: Professor Daniel T. Rodgers

This dissertation is an inquiry into the American intellectual history of modern communication. It considers three central questions. How have the attempts of American thinkers to comprehend the impact of modern communication evolved since the mid-nineteenth century? How have these efforts fit into the larger context of American social thought? What has been the relationship between these ideas and changing communications technologies? The dissertation is divided into two parts in order to gain two different angles of vision on these questions. Part I (three chapters) analyzes the contemporary responses, including popular reactions, to three new media. Part II (three chapters) considers three major traditions, or persuasions, in American thought which deal with the impact of modern media in toto on American life.

The success of the first electric telegraph line in 1844 opened the era of modern communication in America. The awesome fact of instantaneous communication caused widespread speculation on the moral and spiritual meaning of the "lightning lines," culminating in the excitement surrounding the first Atlantic Cable in 1858. Although it revolutionized the meaning of communication the telegraph grew into a private monopoly instead of a shared public resource. Rather than becoming a moral force in every day life the telegraph eventually touched most people only indirectly through the mass press it helped create.

Unlike the telegraph, early motion pictures never enjoyed near unanimous praise. This curious amalgam of technology, commercial amusement, art, and spectacle was quite unsettling to cultural traditionalists. While the telegraph rearranged perceptions of time and space with its instantaneous communication of information, movies altered patterns of leisure and created a new popular culture.

Radio broadcasting added a totally new dimension to modern communication by bringing the outside world directly into the individual home. Wireless inspired a great deal of utopian speculation from the 1890's through the early 1920's, similar to that which accompanied the telegraph. Broadcasting began around 1920 as essentially a marketing tool, a service designed to sell privately owned receivers. The triumph of commercial broadcasting has tended to obscure the wide variety of contemporary proposals for how radio might be organized.

In the 1890's a trio of American thinkers began the first comprehensive reckoning with modern communication as a force in the social process. Charles Horton Cooley, John Dewey, and Robert Park, each ascribed enormous significance to the sum of recent advances in communications technology. They focused on the future potential of the new media, particularly for reinforcing what Cooley called the "primary ideals" in the face of the social disruptions of the late nineteenth century.

By the late 1930's an aggressively empirical spirit, emphasizing new and increasingly sophisticated research techniques, characterized the study of modern communication in America. The new hybrid field of "communications research" was generally guided by a phrase coined around 1940 by pioneers in the field: "Who says what to whom and with what effect." The work of Paul F. Lazarsfeld, a key figure in this movement, is discussed in detail. The most important theoretical contributions derived from the accumulation of empirical studies downplayed the impact of modern communication.

Two Canadian thinkers, Harold Innis and Marshall McLuhan, advanced versions of the most holistic and radical media theory yet propounded. They represented two wings of a body of speculation which located changes in communications media as the primium mobile of the historical process. Innis elaborated a theory of how social organization is guided by the interplay between spatial and temporal "biases" of communications media. McLuhan's later work represents the most explicitly utopian interpretation of the potantial of modern communications technology.

The concluding epilogue considers the dialectic of American media in historical perspective.

THE RELATIONSHIP OF DEMOGRAPHIC VARIABLES AND RACIAL ATTITUDES TO ADOLESCENT PERCEPTIONS OF BLACK TELEVISION CHARACTERS Order No. 7925740

DATES, Jannette Lake, Ph.D. University of Maryland, 1979. 113pp. Supervisor: Dr. John Splaine

The Problem

Scholars and critical observers of United States society have attempted to assess the effects of television on viewers. This assessment has become more pronounced in recent years as the number of television viewers has multiplied and the influence of television has grown.

There has been an increase in knowledge concerning the viewing patterns of children from infancy through adolescence. Much has been learned about television's socialization functions, reality-perceptions related to television, and the general effects of television on different segments of adolescent viewing populations.

Research indicates that perceptions of adolescent viewers show marked differences and that some of the differences are related to demographic factors. There are few theoretical investigations, however, that analyze and explain why these differences exist or examine the impact of minority characters in television programs. Such investigations have not been conducted with either minority or non-minority youngsters.

This study focuses on the research question: are any differences that exist in adolescent perceptions of black television characters related to differences in race, sex, socioeconomic status, academic achievement, amount of time spent viewing black television characters and general racial attitude?

Methodology

The sample subjects were groups of students from the Baltimore City Public School System who were eleventh graders in 1978-79. Eight public high schools were used to collect data on 207 subjects. The subjects reflected the general adolescent population with regard to sex, race, socioeconomic level, academic achievement, television viewing time and racial attitude.

The study used the California Achievement Test, which gave students' recent achievement test scores, a questionnaire developed by the investigator (based on the semantic differential technique), and a measure of general racial attitude (the Multi-factor Racial Attitude Inventory). Analysis of variance and co-variance, t-tests and F-tests yielded statistical results.

Results and Conclusions

Analysis of the data revealed:

1) There was an inverse relationship between general racial attitude and perceptions of black television images. Youngsters with positive racial attitudes had more negative perceptions of black television characters. As viewer racial attitudes became more positive, fewer people believed that black television characters reflected reality.

2) There were significant differences between blacks and non-blacks in their perceptions of black and non-black television characters. Black viewers were the heavy viewers of black television shows and rated black television characters more positively than did non-blacks. Blacks believed black television characters represent real-life.

3) High academic achievers had positive racial attitudes and low academic achievers had negative racial attitudes.

4) There was no significant negative relationship between racial attitudes and the extent to which students identified with black television characters.

5) There were significant differences between males and females in their evaluative perceptions of black and non-black television characters and in their perceptions of the reality of black television characters.

6) There were no significant differences between low and high socioeconomic status youngsters in their perceptions of black television characters.

7) No significant relationship was found between academic achievement and evaluative perceptions.

THE DEMAND FOR CABLE TELEVISION IN URBAN MARKETS
Order No. 7924613

DeKAY, Charles Frederick, Ph.D. The Johns Hopkins University, 1979. 159pp.

Cable television is an unqualified success in rural areas and small towns. In large urban areas, where there is substantial competition from over-the-air television and other entertainment sources, the success of cable television is not so evident. As part of an overall industry study and micro-simulation of a cable television firm, an investigation of the demand for cable television in large urban markets was conducted.

A theoretical model describing the demand for cable television was constructed based on the work of Daniel McFadden and Kelvin Lancaster. Primary date required to test this model were collected by in-person interviews with cable television company representatives. The observation points were management sub-areas as defined by each firm as opposed to the firm's service area as a whole. Two alternate specifications of the model were estimated and presented.

Predictions of penetration rates were calculated using this model and compared to predictions based on a model previously estimated by another researcher. The use of data disaggregated to the level of management area provided estimates of citywide penetration rates with substantially narrower confidence intervals than possible with previously available models.

Other aspects of the cable television industry were also investigated. Models estimating the percentage of subscribers with more than one connection and the percentage of subscribers who disconnect annually were estimated.

CORRELATES OF CHILDREN'S RESPONSES TO AN AFFECTIVE TELEVISION AND PRINT PACKAGE DESIGNED TO REDUCE SEX-ROLE STEREOTYPING

EASTMAN, Harvey Albert, Ph.D. University of Southern California, 1979. Chairperson: Professor Frederick Williams

Problem. This research was designed to examine sources of variance in outcomes of a broadcast and print program, called Freestyle, aimed at reducing sex-role stereotyping among fourth through sixth grade boys and girls.

Method. Stimulus materials were three half-hour television pilot programs incorporating different production approaches to the project behavioral objectives, and a series of associated print materials.

Program outcomes consisted of measures of liking, factual and objective comprehension gathered through instruments administered immediately after Freestyle activities. Data were gathered from 1636 fourth, fifth, and sixth grade children in four geographically separated sites.

Independent variables consisted of measures of child sex-typed activities and attitudes as well as demographics, child agreement with program objectives and teacher materials ratings and agreement with objectives.

A series of predictive equations was constructed using the hierarchical decomposition method of multiple regression analysis, which specifies the order of introduction of variables in the equation. Demographic variables were entered first in the equations followed by child attitude/activity scores, agreement with objectives, then teacher materials ratings and agreement with objectives.

The primary question for the research was: to what degree, and with what generality across stimulus materials, are evaluation and comprehension of affective-goal ETV materials predicted by child demographic variables, child psychological variables, and teacher variables?

Results. In an absolute sense, a relatively small amount of predictive power was attributable to the combination of variables used for analysis. The explained variance ranged from slightly over four percent to about eighteen percent. The patterns of the results were more important than their magnitude, however. The child demographic variables performed as expected, with both sex and grade generally contributing significant explained variance. However, the attitude/activity variables consistently accounted for as much or more variance, even after demographic variables were entered in the equations. Especially interesting was the contribution that the neutral scale on the attitude/activity instrument made to the prediction of factual and objective comprehension. Since this scale was not correlated with either sex or grade, it seemed to be tapping a general orientation toward socially acceptable activities or attitudes. Teacher variables also accounted for significant variance, but the simple correlations of these variables with the dependent variables were often negative, making the job of interpretation difficult. In no case did the addition of the nonbroadcast materials account for significant variance in the outcome variables.

With regard to the generality of the models across the three pilot programs, in all cases (liking, factual and objective comprehension) more variance was accounted for in the first two pilots, than the third. Even though this was the case, the patterns of significant variables were virtually identical except for magnitude.

Discussion. Recommendations for further study included the need for additional examinations of the role of the teacher in the ETV process and a re-evaluation of the ways nonbroadcast materials are used for the enhancement of affective-goal television programming.

Theoretical issues centered around operationalizing affective programming as a persuasive environment in a multivariate context.

TELEVISION AS A SOURCE OF CAREER AWARENESS FOR CHILDREN: EFFECTS OF SEX AND SEX ROLE PREFERENCES

EISENSTOCK, Barbara Ann, Ph.D. University of Southern California, 1979. Chairperson: Professor Aimee Dorr

Problem. Television's tendency to resist depicting recent and ongoing changes in the division of labor between the sexes may create a dilemma for young people who themselves attribute potency to the medium as a source of information about the different roles available to men and women in our society. The present study examined two concerns of particular importance to evaluating the potency of television's role as a source of career awareness: the extent to which children's own sex role orientation affects their reference to television for information to help them structure their social reality of the world of work, and their acceptance of televised counter-stereotypical characters as sex role models.

Method. The first phase of the research focused on sex role differences predicted for children's reference to television about occupational information, while the second examined sex role differences in their acceptance of televised counter-stereotypical role portrayals. In the later phase, respondents viewed stimulus material designed to diminish sex role stereotyping effects among children in the upper-elementary grades, and then answered questions about their acceptance of the characters as behavioral models. The sample included 289 4th-, 5th-, and 6th-graders from differing ethnic backgrounds representative of Los Angeles County. Based on the Bem Sex Role Inventory, children were divided into four psychological sex role categories: masculine, feminine, androgynous, and undifferentiated. Reference to television was the extent to which children say they find out about different roles men and women hold from the medium. Acceptance of televised counter-stereotypical role portrayals was examined for both male and female character identification and liking. Multivariate analysis of variance was used to assess child sex role differences in reference to television for occupational information, and multiple regression analysis was used to detect similar differences in their counter-stereotypical character acceptance. Follow-up tests were also performed.

Results. In general, the results indicated that reference to television for occupational information and acceptance of counter-stereotypical career-related role portrayals varies according to a given child's sex role disposition. Somewhat contrary to what was expected, androgynous children turned out to be as likely as were feminine children and more likely than were masculine children to refer to television, and as or less accepting of counter-stereotypical role portrayals than were feminine children but more accepting than were masculine children. As expected, children with traditional masculine and feminine sex roles referred to television equally as much for occupational information. Differences in biological sex were not found to be important in children's reference to television but were important in their acceptance of counter-stereotypical characters, with boys and girls each more accepting of characters of their own sex. In addition, children's tendency to refer to other sources for occupational information was included in the analyses in order to better understand sex role differences pertinent to young people's acquisition of career awareness.

Discussion. The present findings are interpreted within a sex role learning context. It was concluded that the continued existence of outmoded occupational stereotypes on television is more of a hindrance for developing career awareness among masculine-oriented children than among feminine or androgynous children because of masculine children's more rigid adherence to traditional sex role standards as opposed to the greater sex role latitude androgynous and feminine children allow themselves. For much the same reasons, television's potential effectiveness as a facilitator of career awareness was found to be greater for androgynous and feminine children than for masculine children. The implications of television's current and potential role as a source of career awareness for young viewers are discussed relative to other environmental sources to which they may refer for such information.

CHARACTERISTICS OF FIVE TYPES OF DEPARTMENTS WHICH GRANT THE BACHELOR'S DEGREE WITH A MAJOR EMPHASIS IN TELECOMMUNICATION: RADIO-TELEVISION-FILM

Order No. 7924415

ELMORE, Garland Craft, Ph.D. Ohio University, 1979. 199pp. Director of Dissertation: Ray E. Wagner

This study explores the relationship between administrative organization and telecommunications curricula. Twelve research hypotheses are formulated to determine if selected characteristics differ between departments of broadcasting, communication, journalism, mass communication, and speech. Characteristics compared include telecommunications philosophy, number of courses offered and required, faculty qualifications, investments made in facilities and equipment, number of student majors, grants-in-aid awards, and advanced degree programs availability.

Data were obtained by means of a questionnaire. The sample included every four-year college or university in the U.S. which offers a bachelor's degree with a non-technical major emphasis in telecommunications as determined by the Broadcast Education Association. Two hundred nine departments were identified, of which 131 (62.7 percent) responded to the survey. Either the Kruskal-Wallis one-way analysis of variance for independent samples or the Chi-square test for independent samples was used to determine if discrepancies found between types of departments were significant. Additional statistics were applied to reveal direction and magnitude of differences.

The following results and conclusions are among the most important.

1. There are no significant differences in the outcome objectives which five types of departments articulate as governing their telecommunications curricula. Departments of every type say that their concern for professional skills training is balanced by the value they attribute to a liberal arts education. Preparation for careers in broadcasting, often including filmmaking, is the primary purpose of the curriculum in the majority of schools.

2. At least one type of department differs significantly in the number of academic credit hours it requires in telecommunications for the bachelor's degree. Broadcasting departments require the greatest mean. Journalism departments require the lowest. In general those departments which offer more credits in telecommunications require more credits in telecommunications.

3. There is a significant difference among the types of departments in the number of professors devoting full-time to telecommunications, but there is no difference in the number devoting only part-time. The highest degrees earned by the full-time faculty differs in at least one type of department. The proportion of faculty with the doctorate ranges from a low of 31 percent in journalism departments to a high of 61 percent in speech. Years teaching experience of the full-time faculty is highest in broadcasting and speech departments and lowest in communication and mass communication departments. No significant differences exist in the number of years experience in related industry occupations. Neither are there differences in the proportion of the full-time faculty active in any of three types of on-going professional development: consulting, interning, and media associations.

4. Dollars invested in facilities and equipment differ significantly. Broadcasting departments invest a mean of almost $1.1 million, about twice that of the next highest mean. Speech and mass communication departments invest the least, with means of $310,000 and $225,000 respectively.

5. The total number of undergraduates majoring in telecommunications in the departments of this survey is almost 22,000. The numbers differ significantly by department type. Broadcasting has the highest mean (356) and mass communication has the next highest (223). Communication (155), speech (134), and journalism (83) follow. The faculty-student ratio is highest in mass communication and broadcasting departments. Interestingly, a smaller proportion of the students reported to be telecommunications majors in mass communication and broadcasting departments actually graduate with this degree.

6. Telecommunications education continues to grow rapidly. By comparing the findings of this study with early reports, it appears that much of the growth has been during the last decade. Graduate programs are increasing in number as well. Almost half of the departments surveyed grant the master's degree with a major emphasis in telecommunications. These proportions do not vary significantly by department type.

PUBLIC ACCESS CABLE TELEVISION IN NEW YORK CITY: 1971-75
Order No. 7918887

ENOS, J. Clive, III, Ph.D. The University of Wisconsin-Madison, 1979. 182pp. Supervisor: Professor Lawrence W. Lichty

Public access cable television debuted in New York City on July 1, 1971. Studies since then have focused on parts of the access experience. This study, however, attempted a complete description of the NYC public access channels, including: a) history of cable television and the public access channels in NYC, b) access producers, c) access audiences, d) analysis of access content, and e) a pilot study testing access production variables.

The history of cable television and public access in NYC was researched from documents and journals in the archives of the Board of Estimate, the franchising authority for the City of New York. Additional material was developed from interviews with entrepreneurs interested in operating CATV systems in the City and with City officials responsible for CATV decisionmaking. The research disclosed that CATV in Manhattan developed from the precedent of closed circuit cable service to hotels dating back to 1961. Three factors influenced the development of public access: a) Fred Friendly suggested the rudiments of the access concept in a 1968 report to the Board of Estimate, b) City officials, seeking the best possible franchise contracts for the City, issued limited consents to operate CATV systems between 1965-70, and c) CATV operators were reluctant to abandon their investments made during the consent period because of the access requirement in the 1970 franchises.

A questionnaire administered by phone to 180 public access producers, formed the basis for the producer data. Three groups of producers emerged: a) experimental artists, b) performers interested in show-casing their talents, and c) committed citizens hopeful of addressing a specific audience. The factors of age, race, prior television experience and television program preferences were found to be significant.

A survey during the years of 1974-75 generated 640 cable subscribers and 640 non-subscribers as the audience sample. Cable districts were weighted according to cable penetration and a stratified random sample was drawn for each of the survey years. Cable subscribers and non-subscribers did not manifest different attitudes, perceptions or audience behavior. The sample's attitudes toward access were negative: 65% responded that access programming would not help solve community or personal problems. The impression was that access shows were boring and did not satisfy the needs of the audience.

The access content analysis utilized a sampling of four weeks of access programming cablecast during each of the survey years for all access channels in Manhattan: a total of 1,365 hours and 42 minutes of programming watched. Access programming cablecast filled 49% of the time available for such programming. Non-duplicated programming constituted four and one-half hours on each of the four access channels daily. Categories related to the purposive and propositional dimensions of access content were used to classify content segments: 40% of the content observed was obscure and ambiguous and could not be attributed to propositional or purposive dimensions. A stylistic analysis revealed that most programs were shot with a single camera and lacked editing and audio and video effects.

The theories of "uses and gratifications" literature and symbolic interactionism were applied to NYC public access as possible explanations for producer and audience behavior. As an empirical test, the pilot study showed a small audience two versions of the same television program. Findings indicated that program style rather than program content were more effective in engaging an audience. The implication was that public access functions best as a means of community dialogue and social change when content follows the more traditional conventions governing television production style.

Finally, it was suggested that the heterogeneous character of NYC affected the development and utilization of public access in a unique manner and that further research could reveal if NYC public access is a comparable model for other communities.

TOWARD A GALBRAITHIAN VIEW OF THE "FILM INDUSTRY": AN ANALYTICAL MODEL

FAY, James Paul, Ph.D. University of Southern California, 1978. Chairman: Professor McGregor

Harold Innis studied virtually the entire panorama of communications media and concluded that the content of each medium - stone carving, clay writing, papyrus, movable type, etc. - was largely a product of the technology used to produce messages. The question arises, then, whether it is possible to find a common technology used by all the various contemporary mass media and to characterize those media in terms of their common technology. Since the mass media are almost invariably and completely industries, it follows that their common technology must be industrial technology. The purpose of the study, then, was to construct a technological model of modern mass media and test the applicability of that model to the medium of film.

The Model. The model was based on the description of industrial technology offered in John Kenneth Galbraith's The New Industrial State. The model is in no way intended to be a defense of Galbraith's politics or economic prescriptions; it is based on the conviction that the description offered by Galbraith reflects the consensus view of students of technology and administration.

The components of industrial technology comprise the first variable of the model.

The second variable of the model suggests that the industrial system functions, not in accordance with the wishes of individuals, but according to the requirements of the components of the technology.

The third variable contends that the goal of the industrial system is to eliminate or reduce uncertainty and thereby to propagate itself and grow.

The fourth variable suggests that the values emphasized in the course of the functioning of an industrial system are not the individual-centered values of the Protestant ethic, but the organization-centered values of people who are involved in or aspire to be involved in the administration of industrial systems. This set of values is referred to as middle-class values.

These four variables could be thought of as a linear model in that each variable gives rise to the succeeding variable. The model, however, seems to be inadequate simply because it is a linear model. The values emphasized by the media affect the environment in which the components of the technology exist. In other words, the model should be a circular one in which the middle-class values of the fourth variable give rise to the components of industrial technology of the first variable.

This circular model, too, is inadequate in that it suggests the media function in a social and cultural vacuum when, in fact, the media must function in conjunction with the systems of business, government, education, and so on. The media can be understood as one aspect of a much larger amalgam of industrial systems which make up what Galbraith calls the industrial state. The model must therefore be expanded to show the relationship between the other industrial systems.

Applicability of the Model to the Film Industry. The model offers a reasonably good explanation of the change in film production methods as the film factory system gave way to the industrialized studio system. As the components of industrial technology were more widely employed, the persons involved in production were forced to function less as individuals and more as technicians. The studios sought to eliminate uncertainty through vertical integration and it was this vertical integration that produced the most celebrated features of "Hollywood." As production was industrialized, the movies came to reflect the new middle-class values rather than the Protestant ethic.

COORIENTATION IN THE NETWORK TELEVISION NEWS-PROCESSING SYSTEM: COVERAGE OF THE UNITED STATES HOUSE OF REPRESENTATIVES Order No. 7920117

FOOTE, Joe Stephen, Ph.D. The University of Texas at Austin, 1979. 314pp. Supervisor: Jorge Reina Schement

Many studies have examined the individual behavior of reporters and public officials but few have considered the institutional roles of newsprocessors, newsgatherers and news sources simultaneously and systemically using a quantitative method. This study employs a coorientation model in which respondents (members of the U.S. House of Representatives, network correspondents assigned to the House, and network evening news executive producers) give not only their own attitudes about network television coverage of the House but their predictions of the other groups' attitudes as well, providing agreement, accuracy and congruency measures between coorienting groups in the newsprocessing system.

In the early 1970's the House of Representatives discovered that its ability to communicate with the American people and to inspire confidence in its policies was waning. The House, abetted by the networks, held hearings and passed legislation based on the premise that its own organizational change could increase the low level of network television congressional exposure. This study, however, found that congressmen, viewing coverage as inadequate, superficial and negativistic, expressed no great optimism that either increasing the networks' access to congressional proceedings or improving House members' communications skills would make a substantial difference in the level of network television exposure. A sizeable minority of congressmen believed that network congressional coverage would remain the same regardless of what the House does to improve it.

Concerning perceptions of network issues coverage, agreement between congressmen and network respondents was extremely low. As to what should have received the most coverage, however, agreement was high. Network respondents perceived this agreement but congressmen did not. Network producers and correspondents predicted the attitudes of the other groups far better than congressmen, who badly misjudged the responses of network employees. Intra-group agreement among executive producers was exceptionally high, reinforcing the stereotype that the networks present a singular picture of world events each night on the evening news.

Network newsprocessing routines appear to discriminate against congressional issues which require in-depth, long-term coverage and do not always conform to the rigidities of the network news format. Correspondents saw little incentive to seek out complicated issues which went beyond the producers' repertoire of legitimized story lines or upset the status quo. The presence of organizational constraints implies that network television news does not accurately mirror the activities of the House of Representatives on the evening news but presents a distorted, fragmented picture of its activities. Based upon these findings, institutional change appears more applicable to the television networks than to the House of Representatives.

JOINT GOODS, PUBLIC GOODS AND TELECOMMUNICATIONS: A CASE STUDY OF THE ALASKAN TELEPHONE SYSTEM Order No. 7928132

GOLDSCHMIDT, Douglas Daniel, Ph.D. University of Pennsylvania, 1979. 521pp. Supervisor: Dr. George Gerbner

While considerable attention has been given to the technical characteristics of telecommunications systems, little study has been devoted to the unique attributes of telecommunications systems as media of communication and as elaborate technical networks which require extensive communications among their producers. Understanding these attributes is important in order to assure that telecommunications services efficiently meet societal requirements for communications.

This dissertation explores these attributes of telecommunications systems through two theoretical considerations: (1) telecommunication systems as economic goods whose value cannot be fully realized by any particular consumer but which benefit society in general. This characteristic is known in economics as a public good; and (2) telecommunications systems as joint goods. That is, as goods that are collectively supplied by a series of producers through a network.

These characteristics are explored through a case study of the structure, operations, and social effects of the Alaskan telephone system. Alaska's telephone system is relatively new, and is undergoing vast expansion as the state undergoes rapid population and economic growth. Thus, while ten years ago only the major population areas of the state had telephone service, every village with a population over twenty-five had telephone service by 1978. The rapid development and expansion of this telephone system allows an examination of how the introduction of telephone service can change social development and allows the examination of the evolution of contractual relations among the firms in the Alaskan telephone industry.

The public goods properties of telecommunications are described in a number of remote Arctic villages and contrasted with the types of public goods provided in urban areas. In particular, common social benefits in health, education and economic development are noted. The implications of the public goods for telecommunications organization, regulation and pricing are discussed in detail.

Given that Alaska's telephone service is provided by twenty-one separate exchange carriers and one long-lines carrier, telephony's joint properties are studied through the contractual and bargaining relations among the carriers. These relations are examined in two areas: division of toll costs and revenues between exchange and long-lines carriers, and the engineering of network telephone service. In both cases, substantial asymmetries in bargaining power were found among the members of the industry. The origins and dynamics of these asymmetries, particularly in regard to the organization of the individual carriers, were studied. These problems in the industry's collective organization are shown to adversely affect both the supply of communications services and of certain public goods.

The political and legal dimensions of the public and joint properties of Alaskan telephony are discussed through a series of case studies of the interactions of the Alaska Governor's Office, the Alaska Public Utilities Commission and the Federal Communications Commission with the telephone industry, over the provision of satellite and rural telephone service to Alaska, the structure of the long-lines carrier, and the structure of interstate rates and revenues. It is argued that the public and joint properties of telephone service require political intervention to safeguard the interests of the public.

Finally, a series of policy alternatives are outlined to address the specific problems in the contracting process by changing the bargaining positions of the participants through changes both in the organization of particular firms, industry-wide organizations, and public regulation. These alternatives are directed at both promoting industrial efficiency and the production of certain public goods seen as desirable within Alaska. The political-economic dimensions of these alternatives are emphasized in terms of the roles of various government agencies in influencing the future structure and actions of the Alaskan telephone industry.

THE MASS MEDIA AND PRESIDENTIAL POPULARITY 1961–1976
Order No. 7917237

HAIGHT, Timothy Robinson, Ph.D. Stanford University, 1979. 293pp.

The importance of predicting the level of presidential popularity with the public lies not only in revealing the dynamics of American public opinion but also in the fact that the President's popularity influences his ability to implement his programs.

The present study examines the period from the beginning of the Kennedy Administration to the end of Gerald Ford's term of office. The dependent variables are the percentages of approval and disapproval of the President's job performance, as measured by responses to the Gallup Poll question, "Do you approve or disapprove of (the incumbent's) handling of his job as President?"

Three variables are created to predict variation in approval and disapproval: a "cumulative news" variable based on a content analysis of the most important story each day--taken either from the front page of the New York Times or from abstracts of the evening television network news programs; a "television appearances" variable, made up of the number of times each day the President makes a television appearance other than on a regularly scheduled news program; and an "early term" dummy variable declining regularly from a value of six at the beginning of a president's term of office to zero after six months and remaining at zero thereafter.

These three variables account for .64 of the variation in the level of approval of the President's job performance for the national sample of respondents over the Kennedy-Ford period. They also explain 71 percent of the variation in disapproval.

In addition to examining the responses of a sample of the adult population, the behavior of subgroups of the sample identifying themselves as Republicans, Democrats or Independents is reviewed.

The cumulative news variable is found to be a strong predictor of popularity for all but one presidential term, and in that case anomalies of the term explain the discrepancy. Television appearances appear to be a weak but consistent influence, reaching significance only under President Johnson, or when very large numbers of polls are studied. The early term variable is effective only when large numbers of Democrats and Independents grant initial approval to a Republican president and then rapidly desert him. The variable works in reverse under Democratic presidents.

The theoretical importance of the cumulative news variable lies in its basis in information-averaging theory. The implications of its success for a general theory of public opinion are discussed.

A STUDY TO ASSESS THE EFFECTS OF A TELEVISION PROGRAM WHICH ENFORCES POSITIVE IMAGES OF THE ELDERLY ON THE PUBLIC'S IMAGE OF THE ELDERLY
Order No. 7920851

HART, Garrett Stephen, Ph.D. University of Massachusetts, 1979. 121pp. Director: Professor Maurice Shelby

The purpose of this study was to assess the effects of a television program which enforced positive images of the elderly on the public's image of the elderly. The concern for the study grew out of the finding from The National Council on Aging's report The Myth and Reality of Aging in America that while the public 65 and over saw itself as being as bright and alert, as open-minded and adaptable, and as good at getting things done as the public 18–64, the total public did not feel that way at all.

Employing the theoretical notion of cognitive consistency as the underpinnings of the study it was hypothesized that individuals who held a neutral or negative prior image about elderly people and watched a television program which presented positively perceived images of the elderly would demonstrate significant positive shifts in their image, while individuals who held a positive prior image would not demonstrate significant positive shifts in their image.

The review of the literature suggested three descriptive hypotheses. These were that heavy viewing of prime-time television would correlate with negative attitudes towards the elderly as well as toward the way the elderly are portrayed on television, and regular viewing of programs which presented positive portrayals of the elderly would correlate with positive attitudes toward or images of the elderly and positive attitudes towards the way the elderly are presented on television.

Six hundred and twelve people from the greater Los Angeles area participated in the study in which a Pretest-Posttest Control Group design was utilized. Three hundred and eight people functioned as the Treatment group on Evening I and three hundred and four people functioned as the Control group on Evening II. All critical variables were held constant across the two nights, while the program variable was manipulated. The Treatment group saw "The Art of Aging," which is an award-winning program that focuses on positive portrayals of the elderly while the Control group viewed an unaired episode of "Please Stand By" which had no elderly characters and no content related to the elderly.

The findings of the study supported the three experimental hypotheses. Individuals who held a positive prior image did not shift significantly, while individuals with either a neutral or negative prior image did significantly shift in a positive direction.

Of the three descriptive hypotheses, one was supported; frequent viewers of programs which enforced positive images of the elderly demonstrated positive attitudes towards the elderly in general and towards the way the elderly are presented on television. The two other descriptive hypotheses were not supported. In fact, the findings were in direct opposition to the hypotheses; i.e., heavy prime-time viewers had measurable positive attitudes toward the elderly as they are portrayed on television and measurable positive attitudes towards the elderly.

The overall picture which emerged from these findings was: 1) Cognitive consistency theory was able to predict and explain shifts or movement in individual's perceptions who saw a program which enforced positive images of the elderly; 2) Content analysis was seen to be an inadequate and possibly misleading research approach to determine the impact of television's portrayal of the elderly on the public's perception of the elderly if employed in the absence of effects research; and 3) A television program which enforced positively perceived portrayals of the elderly could positively influence people who held a prior neutral or negative image of the elderly.

TELEVISION–NEWSPAPER CREDIBILITY: AN EXPERIMENTAL STUDY
Order No. 7918453

HAYS, Robert Earl, II, Ed.D. East Texas State University, 1979. 92pp. Adviser: Dr. Robert Titus

Purpose of the Study: The purpose of this research was to examine whether college subjects, when put in a laboratory-type testing situation, would pick newspapers or television as being the most credible. No other available study has focused upon the measure of credibility through a laboratory technique. Also, since much of the research in credibility of newspapers and television indicates a biasing factor, this research was needed to help eliminate this special-interest bias.

Procedure: Five hypotheses were generated and three groups of college students were studied to test these hypotheses. The students included a group of broadcast majors, a group of print majors, and a group of non-broadcast-non-print majors. These groups were divided into two sub-groups--one half of each group receiving a television stimulus first and a newspaper stimulus second, and the other one half receiving a newspaper stimulus first and a television stimulus second. The newspaper stimulus was the front page of a daily newspaper, while the television stimulus was a videotape of a simulated newscast. Following the administration of the stimuli, students were tested on a fourteen-item test. Seven items on the test contained items of conflicting information--one agreeing with the newspaper account and one agreeing with the television account. In compiling the data, answers only to those questions involving conflicting information were used in order to rank the subjects as either television believers or newspaper believers. Seven chi-squares--three for goodness of fit and four for independence--were used to make statistical comparisons.

Findings: Among college print majors, no statistically significant difference was found in the number selecting newspapers as the most credible and the number selecting television as the most credible when conflicting reports were presented. Among the broadcast majors, a statistically significant difference was found in the number selecting newspapers over television as the most credible. Among non-media majors, no statistically significant difference was found in the number selecting television as the most credible and the number selecting newspapers as the most credible. No significant relationship was found between the sequence of receiving the newspaper/television reports and the choice of which medium was the most credible. A statistically significant difference was found in the number of all subjects selecting either television or newspapers as the most credible.

Conclusions: Generally, the conclusions drawn from this study are in agreement with the multivariate research which proposes that studies can be slanted to show whichever medium one desires to be the most credible. Although, in overall credibility, newspapers were found to be the significant choice among all combined subjects, the level of significance was not great enough to support claims that newspapers are far in front of television in believability among college students. Certainly, claims that television out-ranks newspapers as the most believable medium among college students by a two-to-one margin were not supported by this study. A surprising finding was the significantly higher number of broadcast majors choosing newspapers over television as the most credible medium. From this, the conclusion may be made that broadcast majors do not feel that their own medium is very credible. That the sequence of the media presented does not affect choice of believability among college students may also be concluded. Finally, the results of this study lead to the conclusion that one should seek out bias in credibility studies before making any far-reaching implications from them.

THE EFFECT OF DIALECT ON THE PERSUASIVENESS OF A RADIO ADVERTISEMENT Order No. 7914145

HERMANN, Peter Waye, Ph.D. University of Houston, 1978. 125pp.

An after-only experiment was conducted to determine the effect of dialect in a radio advertisement. Adult females of differing social class heard either a standard English or a Texas Southern dialect version of a radio advertisement. A factorial design was used to analyze differences between the two advertisements on the following set of variables: comprehension, credibility, attitude, and purchase intention. Standard English was found to be more effective for the entire set of variables. Social class was found to have no significant effect on either the entire set of variables or any individual variable. Covariates for chronological age, age when first moving to Texas or the South, and time lived in Texas or the South were found to have no significant effect on the set of variables, although increasing chronological age was significantly related to a more positive attitude towards the product advertised. The findings of a path analysis of a causal flow between the variables were in keeping with the literature on low commitment product adoption.

AN ANALYSIS OF THE "DONAHUE" SHOW FROM 1967 TO 1978 Order No. 7916728

HOFACKER, Kristine Heidi. Ph.D. The University of Michigan, 1979. 255pp. Chairman: Henry Austin

This study chronicles the growth of the syndicated "Donahue" television series, analyzes technical and conceptual developments, and calculates the resulting effect upon program content. The purpose of this study is to isolate those factors which contributed to the "Donahue" show's unique qualities as a television talk show. Analysis revealed that the combination of three significant characteristics made the series unique: in-depth, hour-long treatments of one topic; daytime programming directed to the women at home; and full-fledged communication between guest, host, and studio audience.

The "Donahue" show began as "The Phil Donahue Show" in Dayton, Ohio in 1967. By 1978 it was syndicated in over 140 television markets in the United States and had received numerous awards, including national Emmys, for the nature of its programming and the abilities of its host, Phil Donahue. How and why the program made the progression from being a local daytime show in Dayton, Ohio to becoming the most successful daytime talk show in the United States in 1978 is explored in the study.

Several procedures were employed to discover the background and to analyze the programming of the series. The first was an examination of popular literature about the program and host in order to ascertain the image of both in the public mind. The second was a reliance on the records and recollections of persons associated with all aspects of the show. Finally, an impression of the studio audience was obtained through the administration of a survey questionnaire.

The research revealed that ten specific aspects of the program--including technical, administrative, and creative components--contributed most significantly to its development: 1) The program was begun in a small market. 2) Expert program direction gave the show an unusually attractive visual appearance. 3) Women functioned in key staff positions. 4) The program developed a bicycle network of syndication. 5) Taped broadcasts maintained previous high ratings. 6) The "Donahue" show had a secure contract system with individual stations. 7) Phil Donahue's background was as a reporter/journalist. 8) Identification of Phil Donahue, himself, increased in promotions. 9) Percentages of program content changed with the times. 10) The "Donahue" staff directed much attention to the live studio audience.

The document concludes that the development of the ten significant properties contributed to the success of the series, and the evolution of the "Donahue" show's unique contributions to the television talk show.

PATTERNS OF SEQUENCE, REDUCTION, FIELD SIZE AND DIRECTIONALITY IN THE EDITED FILMS OF WHITE MALE ADOLESCENTS Order No. 7914366

HOWELL, David James, Ph.D. The University of North Carolina at Chapel Hill, 1978. 118pp. Supervisor: R. Sterling Hennis

This study addressed the following general question: Are there commonalities in film editing within a clearly defined population? The study investigated four components of film editing--sequence, reduction, field size and directionality.

Eleven white male adolescents constituted the population of the study. Participants were given an opportunity to arrange ten scrambled shots into whatever order they desired, to shorten any of the ten shots, and to remove any of the ten shots. After each subject had completed his editing choices the researcher spliced the film for the subject and projected it onto the screen for the subject to see and re-arrange if he so desired.

It was found that subjects (1) arranged their scrambled shots into a linear format, (2) eliminated visual redundancies in the shots, (3) evidenced preferences for close-ups over long shots, and (4) were aware of the conventions of commercial filmmaking.

One of the points the study makes is the need for schools to work toward developing students into critical consumers of both print and nonprint media. It provides guidelines for the use of similar studies with subjects as film manipulators in anthropological and sociological research. When the results of large-scale replication yield identification of visual universals, then succeeding research studies can focus on visual dialects.

MASS MEDIA EXPOSURE AND INDIVIDUAL POLITICAL ACTIVITY Order No. 7919469

JACKSON-BEECK, Marilyn, Ph.D. University of Pennsylvania, 1979. 209pp. Supervisor: Charles R. Wright

The dissertation examines the joint frequency of mass media exposure and political activity while controlling for twelve respondent characteristics, as follows: sex, race, age, location, marital status, family structure, family income, work force status, education, perceived social class, political beliefs, and political affiliation. All respondents were classified also according to amount of daily media consumption: (1) heavy newspaper reading and light television viewing, (2) heavy newspaper reading combined with heavy television viewing, (3) light newspaper reading and light television viewing, and (4) light newspaper reading and heavy television viewing.

Data came from four national surveys conducted by the National Opinion Research Center, University of Chicago, and the Center for Political Studies, University of Michigan. By means of these data, it was possible to relate political activity and media exposure in election and off-year contexts (1974, 1975, 1976, and 1977). Due to large sample sizes, it was also possible to partition the data bases according to respondent characteristics. Specifically, the four surveys include: the 1974 American National Election Study, the 1975 General Social Survey, the 1976 American National Election Study, and the 1977 General Social Survey.

Key indicators of political activity include voting turnout in the 1972, 1974, and 1976 elections; campaign activity in the 1974 and 1976 elections; attempted interpersonal influence; political opinion expression, in writing or in person, to editors and politicians; and membership in political and quasi-political groups. In total, there were thirteen activity measures derived from 33 separate items distributed amongst the four surveys analyzed.

Analysis was conducted in light of conflicting perspectives on the relationship between media exposure and the incidence of political activity. The first perspective is that mass media exposure stimulates political activity. The second perspective, current today and thirty years ago, is that heavy media exposure depresses political activity. The third perspective is neutral, asserting that the relationship between media exposure and political activity is unpredictable.

The study found, among other things, that heavy exposure to newspapers was positively associated with frequency of political activity, particularly when newspaper reading was accompanied by heavy television viewing. The lowest frequency of political activity was found among respondents least exposed to newspapers and television. These relationships were not substantially modified when analysis considered respondent characteristics expected to be important on theoretical grounds.

LOCAL CHURCH USE OF CABLE TELEVISION: AN EVALUATIVE DESCRIPTION OF SELECTED EXAMPLES Order No. 7916741

JURNEY, Larry Louis, Ph.D. The University of Michigan, 1979. 294pp. Chairman: Henry Austin

Religious groups spend millions of dollars annually producing and telecasting specials, weekly series, spot announcements, and public service programming. The growth of the cable television industry has produced an immediate need for programs to fill the available time on cable's many channels. Local churches are taking advantage of the available cable time by providing programs on the cable's local-origination channel or by programming an entire channel which has been leased from the cable company. The use of cable television by the local church gives rise to the following questions. Does the cable system provide the necessary diversity for access by all interested local churches? Why do local churches become television production centers? What attitude and behavioral changes do the churches desire of the people in their communities? What programming is used to accomplish these changes? What concepts do the church leaders hold about a television ministry? What financial and personnel commitments are required to make use of local cable systems? What approaches to cable usage are most prevalent? Why do churches choose one approach over another? Under what conditions do churches judge their television ministries to be successful?

In order to obtain the necessary information to evaluate the use of cable television by local churches in light of the nine questions listed above, on-site examinations of four churches with cable television ministries were conducted. The churches were Redwood Chapel Community Church in Castro Valley, California, the first church to operate an entire cable channel; Darby Drive Church of Christ in Florence, Alabama, an early purchaser of time on a cable channel for locally produced programming; Grace Presbyterian Church in Peoria, Illinois, operator of the first color leased channel; and Skyline Church of Christ in Jackson, Tennessee, a church currently involved in television program production for use at pre-selected times on local cable systems. The examination of the churches and their cable television ministries included a general introduction to the community, the cable system, and the church; a brief history of the church's television ministry; a description and evaluation of the purposes of the ministry as related to audience behavioral changes and the impact on the church; the relationship of the television ministry to other ministries of the church; the general description of the television ministry; the congregational support of the television ministry; and the strengths and weaknesses of cable usage. The evaluation of the television ministries was accomplished through numerous personal interviews, on-site visits, and an analysis of programs produced by the churches. From this information, a generalized example of current practice in cable television ministries was developed. Then, the strengths and weaknesses of the use of the cable system by the local church were identified in light of the nine questions identified earlier. Finally, recommendations based on the generalized example were presented.

Local churches are often using cable television--a medium used to reach segments of the population with specific programs--to reach the masses. Consequently, there is a lack of correlation between the purposes and the medium. Churches usually have not formalized their purposes. They rely on informal feedback rather than scientific surveys in determining their perceived level of success in meeting their goals. This lack of scientific evaluation, however, does not lead the church into an unrestrained emphasis on television. The nature of the local church with its many ministries addressing a variety of needs keeps the church from becoming infatuated with television.

"OVER EASY": A CRITICAL CASE STUDY OF THE EVALUATION OF A GOAL-DIRECTED TELEVISION PROGRAM
Order No. 7918038

KEEGAN, Carol A. V., Ph.D. Ohio University, 1979. 308pp. Director of Dissertation: Charles E. Cliff III

The purpose of the dissertation is the development and testing of conceptual and methodological guidelines for the evaluation of "goal-directed" or "purposive" television programs targeted to a home viewing audience. For the purpose of this dissertation, purposive programs are defined as television programs specifically designed to effect social change, that is, to bring about desired cognitive, affective and/or behavioral changes among viewers. The dissertation focuses on unique research requirements for evaluating the effectiveness of such social interventions attempted via television.

The dissertation developed conceptual and methodological guidelines for the evaluation of goal-directed or purposive television programs intended for home viewing. The guidelines were developed through a synthesis of two relevant literatures, the general evaluation research literature, and representative evaluations of goal-directed television programs. The three categories of guidelines which were developed covered; overall evaluation planning, conceptualization of the research design, and methodological considerations in the evaluation of purposive television programs.

Following the development of these research guidelines for evaluating goal-directed television programs, the dissertation presented the case study of "Over Easy," a purposive television program which was comprehensively evaluated by the Corporation for Public Broadcasting, with the author serving as senior project director. The "Over Easy" program was intended to reach older viewers with information, advice and motivational messages relevant to their needs, interests and lifestyles. In 1978, the program was comprehensively evaluated to assess its effectiveness in achieving its stated objectives. With five separate evaluation studies, the research examined: (1) the demographics, lifestyle and attitudes of "Over Easy" viewers, (2) national levels of awareness of the program, (3) the program's ability to transfer purposive messages, (4) its effects on social service utilization by older persons, and (5) the technical quality of the program's production.

Finally, the dissertation applied the research guidelines proposed for evaluating purposive television programs to the "Over Easy" research. This analysis was undertaken to assess the value, practicability and comprehensiveness of the guidelines, and to examine the strengths and weaknesses of the "Over Easy" research.

Findings and conclusions emphasize the criticality of early evaluation planning stages, in which research sponsors and evaluators must analyze the nature of the televised intervention and operationally define its goal states. It explores the uniquely private, viewer-controlled and nonstandardized aspects of social change efforts administered through television. It also emphasizes the importance of modelling the total intervention process and designing an evaluation sensitive to the varieties of social impact a purposive television program might achieve. Finally, implications for future research are drawn, analyzing our needs for basic research on television viewing processes and effects, and the development of theory and research methods tailored to the specifics of televised intervention.

TELEVISION, NEWSPAPERS, AND THE BASES OF CHOICE IN AMERICAN PRESIDENTIAL ELECTIONS
Order No. 7925937

KEETER, Charles Scott, Ph.D. The University of North Carolina at Chapel Hill, 1979. 233pp. Supervisor: James W. Prothro

Over the past thirty years, political scientists have documented change in the criteria voters apply in choosing a presidential candidate. This research attempts to determine in what ways television as a medium of political information may be responsible for this change.

Voter decision-making has become more candidate-oriented. Both the character of the candidate and what he stands for have become more important, while partisan attitudes have become less relevant. In both the news and candidate spot advertising, television is thought to have contributed to this change by transmitting information about candidates to a large and socially diverse audience. In the absence of such information, voters may be more dependent upon traditional bases of evaluation, such as a candidate's party or group affiliation.

The data for this study are from seven presidential election surveys conducted by the Center for Political Studies of the University of Michigan. A multiple regression candidate choice model was employed to identify changes in voter criteria over time and differences between media-use groups. The main components of the model were status, party identification, attitudes toward parties, issues, and two types of candidate characteristics: "televisual" (e.g. sincerity, looks, speaking ability) and "non-televisual" (e.g. government experience).

While party identification has remained quite important since 1952, attitudes toward parties have become nearly irrelevant to the vote. The importance of issues has grown somewhat. But candidate characteristics--especially those of the "televisual" sort--have shown the largest increases during the period studied.

For each election except 1972, the sample was divided according to which medium respondents depended on most for political information. The importance of each component of the model for each media use group was compared. As one might expect, issues are more important for newspaper readers than for those who depend upon television, but the differences are surprisingly small. Televisual candidate characteristics are more important for the television group than for the newspaper group. This has been true only since 1964. Changes in the association of media use and voter criteria between 1960 and 1964 correspond with changes in the content and form of political television during that period.

The results of the study suggest that changes in the types and amount of information available to citizens about candidates can affect the way in which citizens decide how to vote. Although the television image must necessarily be a biased one, television permits voters to judge candidates as people, and not just as representatives of parties or social groups. This contributes to the decline of party, and the rise of ephemeral, candidate-oriented politics. Attention to candidate personality is desirable, but perhaps not at the expense of other modes of choice.

INTEGRATION AND ATTEMPTED INTEGRATION BETWEEN THE MOTION PICTURE AND TELEVISION INDUSTRIES THROUGH 1956

Order No. 7924422

LARSON, Allan David, Ph.D. Ohio University, 1979. 302pp. Director of Dissertation: Dr. Joseph Berman

The study traces the history of the relationships between the motion picture and television industries from the earliest years of television through 1956, a year which saw the final patterns of future integration between the two industries established. Some aspects of technical integration, such as those in the fields of motion picture sound and theater television, are discussed, but concentration is on integration and attempted integration in ownership and programming. The focus is on the actions of the large established motion picture companies, but mention is made of smaller companies and independent television film production companies as they affected over-all patterns of integration. Special attention is given in the study to the development of the Paramount television "empire," the development and demise of theater television, the ABC-United Paramount Theater merger, purchase of RKO by General Teleradio, and economic and legal considerations as they relate to the derived conclusions.

A number of original letters, reports, etc. from Broadcast Pioneers Library, the Mass Communications History Center of the State Historical Society of Wisconsin, and the Margaret Herrick Library of the Motion Picture Academy of Arts and Sciences were used to aid in the interpretation of the integration process. Most information, however, was derived from sources of original reportage. Issue-by-issue searches were made through such publications as Variety, Broadcasting and Radio Daily-Television Daily for the years under consideration. Secondary sources were used sparingly and primarily to provide information for contextual frameworks.

The major conclusions of the study are:

1. Motion picture companies were among the first to recognize the potential of television and attempted early to establish a measure of ownership in that industry. Attempted large-scale ownership in radio could have provided the motion picture companies entree to a dominant position in television ownership, but such efforts were stymied by tactics of the powers of the radio broadcasting industry, the effects of the Depression, and a preoccupation with conversion to sound in motion pictures. In various stages of the development of television, motion picture companies tried unsuccessfully to achieve a measure of control through purchase of interest in small television companies and applications for large numbers of television stations. The lack of success in this effort was contibuted to by a large number of factors. The principal factors were dominance of television by the radio broadcasting powers, the five-station ownership limitation imposed by the FCC, post-war confusion over technical standards and revenue possibilities, the television "freeze" of 1948-1952, the Paramount decree which weakened the motion picture production companies financially and introduced an antitrust question into the quest for television ownership, and hope for the future of theater television.

2. Motion picture companies were more hesitant in the process of integrating themselves with television in the area of programming. Based on their experiences in their relationship with radio, they sought maximum control in the issue of programming the new medium. Early efforts in producing commercials, newsreels and some entertainment programs indicate that it was not a matter of motion picture companies refusing to recognize the existence of the competing medium. Neither was a need for income the sole reason for the ultimate "capitulation" of the motion picture industry in regards to providing programming for television. Instead, a desire to achieve maximum advantage in its relationship with television was the controlling factor in the matter. When the major studios finally began producing films for television and releasing theatrical features to television on a large scale, such factors as the promotional value of made-for-television films, the decreased value of theatrical reissues, the sale of RKO and its film library to a broadcasting company, and increasing prices being paid for film product were important considerations in such decisions.

THE CHILLING EFFECT OF A WHITE HOUSE ANTI-MEDIA ASSAULT ON POLITICAL COMMENTARY IN NETWORK TELEVISION NEWS PROGRAMS: COMPARISON OF NEWSPAPER AND TELEVISION VIGOROUSNESS DURING THE NIXON ADMINISTRATION

Order No. 7924001

LASHNER, Marilyn Auerbach, Ph.D. Temple University, 1979. 541pp.

During the period of the Nixon Administration, an anti-media assault was initiated by the White House for the purpose of manipulating news coverage in the media. The extent to which the White House was able to succeed in its goal was the central concern of this study. Research focused on newspapers and television which, as the dominant media of the American press, have enjoyed different levels of First Amendment protection. By legislative and judicial decision, broadcasting has been denied the level of independence traditionally accorded the printed press. While the printed press functions under laissez-faire policy steeped in libertarian theory, broadcasting policy, functioning under social responsibility theory, has been constructed in terms of the public-trustee principle which involves government licensing, public interest obligations on the part of the broadcaster, and government oversight. In the belief that television suffers an inherent vulnerability because of the regulatory policy under which it functions, this study hypothesized: 1) that television was less vigorous than newspapers, particularly in the area of government criticism; and 2) that, unlike newspapers, television was intimidated by the White House Anti-media Assault into chilling the vigorousness of its political commentary.

A questionnaire survey was used to quantify the "White House Anti-media Assault" and content analysis to quantify "comparative vigorousness of broadcast and print journalism." For the survey, a chronology of 359 media and media-related events initiated by the government during the Nixon period was circulated to a panel of media executives contemporary with the Nixon Administration. These executives rated each event along a nine-point scale where "0" represented perception that the event was free of direct or indirect anti-media effort emanating from the White House and where "1" through "8" represented perception of some degree of White House intent to discredit, harass, intimidate or manipulate the media. Summaries based on these ratings generated an Index of White House Anti-media Assault for each of the 23 quarters of the Nixon period.

Using random samples of commentary from network television news programs and nationally syndicated political columns in newspapers, the content analysis procedures were designed to measure "vigorousness" which was defined in terms of "uninhibited, robust and wide-open" debate on public issues--the standard articulated by the Supreme Court as the purpose of the First Amendment. Through procedures operationalizing each of the five concepts in the standard, measures of vigorousness were generated for a category scheme of major, minor and non-issues where major issues was subdivided into Federal Government, Nixon Administration, domestic problems and Watergate.

Data analysis revealed television's timidity vis-a-vis newspapers across all subject matter categories generally and in major issues particularly. Television was consistently more bland than newspapers in all discussions on government, but in discussions of the President and of Watergate, television's blunted vigorousness was especially in evidence. Correlation analysis revealed that as the White House anti-media assault became more severe, television became increasingly less vigorous in commentary regarding the White House while newspapers became increasingly more vigorous in that category.

These findings were interpreted as evidence of the chilling effect of White House pressure on television political commentary. As surely as it occurred during the Nixon period, it could occur again because broadcasting regulatory policy provides an environment in which television is vulnerable to government manipulation.

NEWS FLOW BETWEEN THE UNITED STATES AND ASIA

Order No. 7918361

LEUNG, Wai-Yin, Ph.D. University of Minnesota, 1979. 373pp.

Debate over the controversial "free and balanced flow of information" across national boundaries, with its various political, economic, social and cultural implications, has gone on for six years and is still unresolved. The Third World development programs are jeopardized because of "prejudiced, unfriendly or inaccurate reporting" by the Western global news agencies. They therefore denounced the existing international news flow and sought to establish a "new world information order" which they claimed is "unbiased, comprehensive, adequate and just." The Western news agencies, however, either denied the charges flatly or suspected and criticized the "new world information order" as an excuse by the developing Third World nations to influence or control freedom of expression within their national boundaries.

This dissertation attempts to participate in the search for hard data which hopefully could substantiate or disprove some of the claims and allegations nations use against each other.

The present study seeks to examine the whole process of news flow between the United States and Asia, including examination of the flow in both directions to the American and Asian newspapers -- the end users of the Western global news agencies' product. It also reviews the six-year debate.

United Press International's (UPI) news wire between the United States and Asia was chosen as the carrier of the international news flow. Thus, wire copies filed between the two continents during two seven-day periods in August, 1977 were examined. In addition, six U.S. and six Asian newspapers were selected for analysis of the end use of the wire stories from UPI as well as all other global agencies.

Two study periods -- from Aug. 1 through Aug. 7 and from Aug. 24 through Aug. 30 -- were chosen to coincide with two predicted news events -- one U.S.-related and one Asian -- to see if UPI employed different editorial practices toward U.S. and Asian news reporting and dissemination.

The findings showed that the imbalance in news flow between the United States and Asia is confirmed, with the amount of Asia-bound U.S. news about four times as much as the U.S.-bound Asian news. The fact that more and more developing Third World countries are establishing their national news agencies indicates that they are no longer passive recipients of information from the Western news agencies. The frequent allegation that the Western news agencies are biased against the Third World countries is not too well founded because more stories covered, written and disseminated by these news agencies were "unfavorable" to the United States than to the developing nations. It seems the only substantiated complaint is that the Western news agencies, in reporting the developing countries, were found to report more sensational news of tension or violence than the development news which the developing nations are so eager to tell the world about.

In addition, the research findings showed that news dispersion in Asia was not narrow or scant. Japan was indeed a major news center in Asia, which filed about 25 percent of all the Asian news to North America. Yet, the remaining 75 percent was from 10 other Asian developing countries. The findings also showed that the Asian newspapers had much more space for U.S. news than their American counterparts had for Asian news. The large number of U.S. sports stories (22%) that were filed to Asia appears to substantiate and justify the frequent complaint from the Third World nations that Western global news agencies supplied them with news irrelevant to their culture, their social environment and their economic development needs.

HUMAN REPLAY: A THEORY OF THE EVOLUTION OF MEDIA

Order No. 7918852

LEVINSON, Paul, Ph.D. New York University, 1979. 354pp. Chairman: Professor Neil Postman

Although much has been written about how artificial media influence and even direct our lives, few people have inquired as to how media themselves change, and what role humans may play in directing that change. Several recent developments, indeed, suggest a definite pattern to media change, a pattern in which human direction figures very prominently. Television, for example, has changed from black-and-white to color; the telephone has all but supplanted the telegraph; music recordings are increasingly played through multiple rather than single speakers. When one considers that humans in the natural or "pre-technological" state see in colors rather than black-and-white, speak in voices rather than Morse code, usually hear sounds emanating from a variety of sources rather than a single source, the pattern of media change becomes fairly clear: media are evolving, not to more artificial forms, but to reproduction of human or "pre-technological" forms of communication.

The study attempts to develop this observation into a general theory of media evolution, that describes, explains, and predicts the evolution of media. The methods entail an examination of previous thinking about the nature and evolution of media, and an examination of the development of media themselves.

Although few theorists have examined the relationship of media and human communication systems in depth, partial recognition of the increasingly human pattern of technological communication has been made by a variety of observers, in a variety of times and places. Victorian novelist Samuel Butler was one of the first to suggest that technologies are, in effect, artificial limbs or organs, which function as extensions of the human system. Psychologist Sigmund Freud pointed out that humans use their technological extensions to become "prosthetic" gods, in fulfillment of fundamental human desires. Marshall McLuhan, who has perhaps probed media more deeply than anyone to date, actually anticipates the present thesis in his suggestion that electronic media are retrieving the communication environments of primitive, tribal societies.

The evidence of media evolution appears to confirm the thesis of the study. Photography, for example, even in its initially motionless, speechless, colorless state, provided a more literal replication of the real world than both the printed word and all but the most true-to-life, colored painting. And with the addition of motion, sound, and color, and the subsequent attainment of immediacy through television, and even the third dimension through holography, the technological perception of the world through lenses and microphones has become ever more like the human perception of the world through eyes and ears.

From these and similar examples, the study abstracts an overriding "principle" of media evolution: namely, that media survive based on how well they replicate a human mode of communication. Poor replicators, like telegraph and silent movies, tend to disappear; better replicators, such as telephone and "talkies," survive until a more complete replicator is invented. In effect, media seem to evolve in a Darwinian-like process of natural selection, with humans acting as the selectors. Such a model is supported by the work of philosopher Karl Popper, who suggests that all products of human mentalities evolve in a Darwinian-like pattern.

From the application of this principle and its corollaries, predictions of future media are made -- the most striking of which suggests that humans will someday be instantaneously transported across vast distances, as the acts of transportation and communication are reunited. Should such a development be feared? Probably not, for the study concludes that we need have no less control over our most advanced technologies than we do over our primitive technologies like the window, which is controlled by merely pulling down the window shade.

STORY FILMS: CRITERIA FOR THEIR USE IN THE EARLY CHILDHOOD LANGUAGE ARTS PROGRAM

Order No. 7923631

MAREČEK, Miriam Anna, Ed.D. Columbia University Teachers College, 1978. 160pp. Sponsor: Professor Gary Griffin

This thesis presents story films as a distinct visual art form, closely related to picture story books but uniquely created by film makers. A story film is a unique art form which communicates a story both visually and audibly. Story films may be based entirely on books, developed simultaneously in both media, or produced from original scripts. The author uses examples drawn from the work of three film makers, and examines and compares the individual artistic and philosophical approach of each in the film production of stories. The author is convinced of the importance of story films, not only in the enrichment of the language arts curriculum, but also in helping children to be more selective and responsive in watching the television programs so commonly passively accepted.

In the second part of the thesis, the author presents criteria for story films, setting up standards for aesthetically valid and educationally valuable story films for children. These criteria are targeted for classroom teachers rather than for film critics, and their practical uses are illustrated in a thorough review of three outstanding story films. The introduction and integration of story films in the language arts program is examined, including children's responses to film stories, and the possibility of creative "shooting" of simple film stories by children themselves. Following a summary, there are recommendations for further exploration and research.

AN INTERPRETIVE COMMUNICATION STUDY OF IMAGES AND ROLES OF WOMEN IN SELECTED SITUATION COMEDIES FROM 1950 TO 1975

MEEHAN, Diana Marjorie, Ph.D. University of Southern California, 1979. Chairman: Professor Edward M. Bodaken

The study represented an analysis of the social and personal characteristics and behaviors of predominant female figures in top-rated television situation comedies from 1950 to 1975. The purpose of the study was to compile an intensive, longitudinal data base from which to interpret roles and images of women, as communicated in popular situation comedies.

The sample consisted of five, top-rated television situation comedies which were representative of each five-year period from 1950 to 1975. The programs chosen as sample data were: I Love Lucy (1950–1955); The Adventures of Ozzie and Harriet (1955–1960); The Dick Van Dyke Show (1960–1965); Bewitched (1965–1970); All in the Family (1970–1975). Several episodes of each show were selected and these episodes were taped or filmed for frequent reference.

The findings revealed three comic types evident in the situation comedies. They were characterized as: the clown, the comedian, and the wit. The comic images were not unique to women characters in situation comedies.

Images of women found in the selected situation comedies represented a view of women which was consistent with female stereotypes evident in other television formats. Women were portrayed as: domestic, immature, intuitive, virtuous, manipulative, romantic, supernatural.

Images of female roles portrayed in the selected situation comedies represented stereotypic portrayals, as well. The primary role depicted for women was that of housewife. There were few occupational roles other than housewife presented in the sample programs.

The study thus documented a stereotypic presentation of women in popular situation comedies over a period of twenty-five years. Beginning with Lucy Ricardo and continuing through Edith Bunker, women were portrayed as domestic and immature on prime time comedies. In contrast to the changing social and economic conditions of the times, situation comedies remained remarkably consistent in their portrayal of female characters and comic themes.

NO SENSE OF PLACE: A THEORY ON THE IMPACT OF ELECTRONIC MEDIA ON SOCIAL STRUCTURE AND BEHAVIOR

Order No. 7918858

MEYROWITZ, Joshua, Ph.D. New York University, 1979. 333pp. Chairman: Professor Christine Nystrom

The study presents a theory on the impact of electronic media on the performance of social roles. The thrust of the theory is the description of a mechanism, or process, through which electronic media affect social structure and behavior. It is argued that electronic media greatly affect behavior by restructuring the social contexts found in a print-oriented society.

The study is essentially deductive in nature. First, the relationship among contexts, behavior, and media is explored. Principles developed by sociologists to explore the relationship between contexts and face-to-face behavior are reworked to analyze the types of environments created by media. "Social contexts" are redefined as "information systems," and principles originally developed to describe the workings of a static social structure are adapted to predict the behavioral outcome of structural change.

Electronic media and print media are then compared along three dimensions relevant to the structure of information systems. These media are compared in terms of their relative tendency to a) integrate or segregate information systems, b) present formal or informal messages, and c) foster the relationship between social contexts and physical places. It is concluded that electronic media tend to merge many formerly distinct social contexts and to undermine the once strong relationship between social "place" and physical place.

The remainder of the study explores the impact of such changes on the performance of social roles. Three broad categories of roles are considered: group identity, socialization, and hierarchy. Each of these role categories is explored in terms of the information-flow patterns that characterize it. Then the previous analysis of the effects of changing contexts on behavior is combined with the analysis of the effects of electronic media on contexts in order to predict the impact of electronic media on traditional conceptions of group identity, socialization, and hierarchy. It is argued that electronic media lead to a blurring of group identities, a merging of different stages of socialization, and a flattening out of hierarchy. A number of recent social phenomena are analyzed as part of this discussion including the 1960's protest movement, the rise of hundreds of "minorities," the prison reform movement, the decline of the convent, the rise of consumerism and of malpractice suits, changes in union bargaining rituals and in international diplomatic styles, alternative living arrangements, and the "death awareness movement." It is suggested that many recent and seemingly chaotic social changes are actually the result of "natural" and "orderly" adjustments in behavior to match new patterns of information flow. A primary purpose of this analysis is the delineation of a single process through which electronic media affect a broad spectrum of social behavior.

The general discussion of the impact of electronic media on social roles is followed by a more detailed analysis of specific roles in each category. The effects of electronic media on the roles of women (group identity), children (socialization), and national political leaders (hierarchy) are explored. It is suggested that the rise of the women's liberation movement, the development of new conceptions of children and childhood, and the decline of the political hero can all be analyzed in relation to the new social contexts created by electronic media.

AUDIENCE RESEARCH FOR PUBLIC TELEVISION: AN ALTERNATIVE APPROACH

Order No. 7912888

MILLER, Janice James, Ph.D. The University of Iowa, 1978. 301pp. Supervisor: Professor Albert D. Talbott

Public television has a mandate to reach wide and varied audiences. It has often been criticized as a medium for the rich, white, intellectually elite. The standards of diversity and excellence which are specifically mentioned in the Public Broadcasting Act of 1967 have been interpreted to mean that public television has a responsibility to provide programming service which is an alternative to commercial TV and which ought to reach both general audiences and smaller interest groups. Growing pressure is placed upon the medium to provide some form of broadly based general service to justify funds allocated at both the state and federal levels. This responsibility has been given the force of law through the FCC's recent ruling that public broadcasters undergo the same periodic ascertainment proceedings as commercial broadcasters do.

This dissertation attempts to aid public television in its task of determining programming strategies designed to appeal to the widest possible base. This study concerns itself not only with the present PTV viewers, but also with persons who do not watch PTV, including some who watch little or no TV at all. The untapped audiences are ones which public television feels compelled to serve. In specific, this dissertation presents a small-scale, prototypical field study which could be used by public television to explore its present and potential audiences.

Existing approaches to audience research have experienced a disarming tendency for viewers to say they prefer to see certain types of programs; and yet, when given the opportunity to watch them, they may elect to watch very different kinds of programs. This is particularly true regarding programming of an "educational" nature. Some researchers conclude that expressed program preferences have little to do with actual viewing. The discrepancy appears to be based on the failure of such studies to recognize the relationship between the self and overt behavior.

Q-Methodology was employed in the study in the form of a series of individual case studies. This approach was developed by William Stephenson to specifically permit identification of the self in specific contexts. Confined to Iowa, this research attempted to define some of the audiences found in the Iowa City area of the Iowa Public Broadcasting Network. Twenty respondents were intensively studied and were selected according to the Thompson Schema. This approach calls for representation of a variety of community groups with differing degrees of interest in the public issue under study, such as public television.

All Q-data were submitted to factor analysis. Four audience types emerged: PTV Audience--quite satisfied with PTV as currently offered; CTV Audience--want TV to be relaxing and entertaining, qualities they find in commercial TV; Discriminating Audience--interested in programs with light, but definite intellectual challenges, make decisions based on content and not whether offered by CTV or PTV, feel PTV should have broad cultural and educational value; Elitist Audience--show very little interest in all TV, prefer serious PTV programs of a traditional artistic and elitist style (serious drama, dance and music), believe PTV should be a truly alternative medium offering only programs unavailable elsewhere.

The hierarchy of programs accepted and rejected by each audience type provided insights into its self referent pattern of viewing preferences. This information can then be utilized by public television programmers in designing programming strategies hopefully attractive to the various kinds of audiences.

SYNDICATION OF FIRST-RUN TELEVISION PROGRAMMING: ITS DEVELOPMENT AND CURRENT STATUS

Order No. 7924425

MOORE, Barbara Ann, Ph.D. Ohio University, 1979. 297pp. Director of Dissertation: Dr. Roderick D. Rightmire

The development of the syndication of first-run television programming is traced from its beginning to the 1977-1978 season. Emphasis is placed on the continuing problem of competition from the three networks--ABC, CBS, and NBC. The Prime Time Access Rule and the other attempts by the Federal Communications Commission to solve this problem are also discussed. To see how effective the rule has been, the current practices in buying and selling access programs are described.

A historical-descriptive approach is used to tell how the syndication industry and the access rule evolved. To examine the precent status of the syndication industry, interviews were conducted with station personnel who select programming and with representatives of companies involved in syndication.

Syndication began in the 1920s when radio was just becoming a mass medium. Almost from the beginning, syndicators complained that the networks competed unfairly. Despite problems, the syndication industry survived due to its ability to serve advertisers who did not want a complete network line-up and unaffiliated stations who needed programming. When the television industry became established in the late forties, syndicators began offering filmed programs. Since at that time, networks concentrated on live programming and since not all major markets were connected to the networks, some syndicated series were successful. But in the mid fifties, networks, which had started using film regularly, and major movie studios began selling their properties to stations. The syndication industry could not meet the competition. As a result, syndicated programming almost disappeared from the prime-time hours of 7:30 to 11:00 P.M. (ET).

The complaints of the syndicators about the networks' domination did not pass unnoticed. Congressional committees held hearings, and the Department of Justice threatened to investigate the networks. The FCC reacted with several mild rules. Finally in 1970, the commission adopted the Prime Time Access Rule, which limited the networks to providing three hours of programming between 7:00 and 11:00 P.M. (ET) and forced divestiture of their domestic syndication arms. Responding to pressure from broadcasters and suggestions from the courts, the FCC revised the rule twice and ended up with a version much like the first.

Despite the commission's actions, the economic structure of the syndication industry remained unchanged. The budget for production tended to be low, and the quality of most series was inferior to the networks' offerings. During the first year of the rule, the FCC granted so many waivers and seemed so indecisive that innovative access programming was discouraged. By the third version of the rule, a pattern had been set; game shows predominated with "true-life" nature series coming in second. Several exceptions to these formats have appeared, and some syndicators are hopeful that a network-quality access program is possible.

Production does not begin until some of the affiliates in the ten biggest markets have expressed an interest in purchasing the series. These stations provide a high percentage of the revenues and exercise a strong influence over syndication. The typical first-run syndicated series is financed by producers, distributors, stations, advertisers, agencies, or a combination of sources.

Usually the decision as to which program to buy is made by station management in conjunction with the programming department. The choice is based on a number of factors including programming strategy. The process of selling series begins in January in the major markets and is usually finished by the end of the National Association of Television Program Executives Convention. The price paid for a series depends on the competitiveness of the market, the appeal of the program for advertisers and viewers, and the bargaining skills of the buyer and seller.

Unless new methods of distribution are found or station management develops a new philosophy toward access programming, the first-run syndicated program will remain second class in quality. Nevertheless, the conclusion is that the syndication industry needs and deserves the protection provided by the Prime Time Access Rule.

THE ROLE OF COST AND FUNCTION IN THE EFFECTIVENESS OF SPECIALTY ADVERTISING

Order No. 7927048

ONUNKWO, Christopher Anaso Bonface, Ph.D. The University of Tennessee, 1979. 128pp. Major Professors: Daniel S. Bagley, Herbert H. Howard

The purposes of this study were to determine (1) if including advertising specialties in a direct mail piece significantly increased response to the message of the mail, (2) if receiving specialties caused more invitees to attend a conference than did invitations alone, (3) if more expensive specialties were more persuasive than less expensive ones, (4) if two-function specialties were more persuasive than one-function specialties, and (5) if the effect of specialties was higher on male or female subjects, higher on subjects working in one occupation rather than another, and higher on subjects with positive prior attitude than those with neutral or negative attitudes.

Five hundred adults were randomly selected for a controlled field experiment. The adults were men and women in the state of Tennessee whose jobs involved training, counseling, or hiring of youth in the state. They were invited to a three-day conference to discuss problems related to their responsibilities. Data on response to message were collected in the form of completed and returned attitude questionnaire designed for this study. Data on conference attendance came from the conference register. Usable data were gathered from 189 subjects.

Data were reported in frequencies and percentages to compare treatment groups with the control group; two-function specialties with one-function; high-cost with low-cost; male subjects with female; and four occupational categories against one another. There were two dependent variables: completion/return of questionnaire and attendance at the conference.

The findings showed some noteworthy trends. A higher percentage of the treatment cases than the control completed and returned questionnaires and also attended the conference. The differences reached statistical significance at the .05 level on questionnaire return, but not on attendance.

One-function items attracted a higher percentage questionnaire return, but a lower rate of attendance than two-function items. The difference on questionnaire return reached significance level, but the difference on attendance did not attain significance, leaving an inconsistent picture of the effect of number of functions.

High-cost items elicited a higher rate of questionnaire return than low-cost items, and the difference reached statistical significance. On attendance, however, low-cost items did significantly better than high-cost, again showing the effect of cost as inconsistent.

Female subjects scored proportionately higher than male subjects on both questionnaire return and attendance. The difference on attendance was statistically significant, but the difference on questionnaire return was not. There were no significant differences among occupational categories.

There was some indication that subjects' prior attitude may have affected the influence of specialties, with positive cases having the highest rate of attendance. Neutral and negative cases were second and last, respectively, but the differences were not statistically significant.

It is concluded from the study that the positive persuasive impact of specialties is modest. It is worth emphasizing, however, that even though statistical significance was not attained in some of the measures, trends of practical significance were observed: specialties attracted higher response than control on both dependent variables; female subjects were persuaded more than were male subjects, making the sex of an intended receiver an important factor in the choice of a specialty gift.

Finally, neither number of functions nor cost of specialties seemed to make any consistent difference in the effectiveness of specialties. Effectiveness does not seem to depend on sending complex or expensive gifts.

TELEVISION NEWS AND POLITICAL CAMPAIGNS: A PARTICIPANT-OBSERVATION STUDY OF COVERAGE OF THE 1978 OHIO GOVERNOR'S RACE IN COLUMBUS, OHIO

Order No. 7924428

OSTROFF, David Howard, Ph.D. Ohio University, 1979. 235pp. Director of Dissertation: Dr. Charles E. Clift, III

The problem this study explores is whether a political campaign organization can predict and control the nature of news coverage it will receive from local television stations. The study focuses on the behavior of television news organizations in covering and reporting the 1978 Ohio gubernatorial campaign, and upon the news generating activities of the campaign organizations.

Four hypotheses were advanced:

1. TV news organizations have logistical needs which must be met by news sources wishing to disseminate information via TV news.
2. TV news organizations have content needs which must be met by news sources wishing to disseminate information via TV news.
3. Phenomena beyond the control of the news source can affect the dissemination of information via TV news.
4. If a campaign activity fulfills the logistical and content needs of the TV news organization, and phenomena beyond the control of the campaign organization do not arise, the campaign organization will be successful in disseminating information about the campaign activity via TV news.

The primary method of data collection was participant-observation. Enumeration and classification of political news stories presented by the three stations in their week-night news programs from October 2 to election day was also conducted.

Three campaign events, a speech, a rally, and a news conference, conducted by gubernatorial candidate Richard Celeste, formed case studies of the behavior of the news and campaign organizations. Comparisons were made between the stated objectives of the campaign and the stories telecast about each of the events. Interviews revealed why particular reporters were assigned, composition and editing of the stories, and placement or exclusion of the story in the newscasts.

The results indicate political campaign news does not constitute a large proportion of the news telecast by local stations; the amount ranged from 1.6 percent of the available time in one series of newscasts, to 5.8 percent in another series. Much of the political news was "campaign reports," summarizing a particular campaign; these were presented once, and sometimes repeated in a later program. The content was under the control of the television news organizations.

The first three hypotheses were supported, but evidence supporting the fourth was weaker. Each news organization defines its content needs differently than its competitors; even within a news organization differences exist. Although an assignment editor may consider an event worth covering, a newscast producer may choose to exclude the story from his/her program. Thus, the degree of prediction suggested by the fourth hypothesis is subject to limitations.

Local television news coverage of a gubernatorial campaign differs in some respects from the descriptions extant about network coverage of presidential campaigns. The stations are selective in their coverage, and do not cover campaign activities they consider "self-serving." A highly visual activity is not enough to generate television news; the activity must be "newsworthy."

It is concluded news organizations should give greater care to providing sufficient information about campaigns to their audiences; the brief, occasional television news reports may not be enough to enable the viewer to make a well-considered voting choice. At the same time, the non-presidential campaign can no longer expect the traditional "media event" to insure television news coverage.

THE PERCEIVED EFFECTS OF TELEVISED VIOLENCE ON CHILDREN: A SURVEY OF ADULTS PERCEPTUAL OPINION

Order No. 7918753

OTIENO, Jowi, Ed.D. State University of New York at Buffalo, 1979. 360pp.

Introduction:

In recent years, the effects of violence as presented through the media on children's behavior has grown as a major concern among social scientists, educators and concerned citizen groups. To date, the comic book and film industries have been found guilty of influencing children towards violence and aggressive behavior. Due to public pressure, comic and film industries were forced to establish self-censorship procedures to meet the standards set by the Federal Trade Commission (FTC) and the Federal Communications Commission (FCC) safeguarding the rights of consumers. However, Persky (1977) and other researchers in media have pointed out that, television has become the primary source of information and mediated violence accessible to children and as yet, has not adopted appropriate self-censorship procedures to safeguard young viewers against the possible effects of media violence.

Purpose and Objectives:

The purpose of this descriptive study was to survey and ascertain the perceptual opinions of the six selected adult samples (Ss) composed of Regular Teachers, Special Education Teachers, Nurses, Media Specialists, Parents and Others – the members of the public selected at random; concerning the selected research statements and findings drawn from the current research literature regarding the possible effects of children's viewing of televised violence.

For the purposes of gathering data for statistical analysis, a survey instrument was developed and administered to the Ss by the author. The instrument was developed through an intensive search of published research literature and documents to identify and select statements and findings related to televised violence effects on children. These statements were collected and arranged in direct and/or converse statements by changing a qualifying adjective to read negative, (i.e. more to less, high to low, etc.,). As a result, there were thirty-one (31) direct and thirty-one (31) converse statements presented in the instrument. This method was employed to increase the chances of identifying consistent responses and also to reduce the effects of random responses. There were also eleven factors involved.

The major objectives of the study were:

1. To find out the Ss's group reactions towards the selected current research statements produced in the survey instrument related to possible media effects on children and youth.
2. The study sought the Ss's consistent agreement and disagreement with the survey instrument within their individual groups, with the individual research statements (items or cases), and the overall reactions to the instrument.
3. To find out the possibilities of factorial influences over the manner in which individual respondents reacted to the survey instrument within their individual groups and factors (i.e. marital status, sex, etc).

CONTENT AND STRUCTURAL CONVENTIONS IN PRINT ADVERTISEMENTS AND THEIR RELATION TO BELIEFS AND PRACTICES IN THE AMERICAN CULTURE

Order No. 7919306

PEELOR, Sharon, Ph.D. University of California, Irvine, 1979. 260pp. Chairman: Professor Louis Narens

This study takes as its premise that print advertisements provide valuable sociological information about the culture. Therefore, this is an analysis of conventions in print advertisements with a discussion of the relation between these conventions and cultural beliefs and practices. The display of gender, sexuality, and social values in print advertisements comprises the core of this study. Both micro- and macro-sociological features of these displays are discussed. Structural conventions are defined as those regularities of visual and copy features which help shape an ad's implicit message and which also reveal social values.

In order to assess the intentionality of these content conventions, this study also examines the structure and function of advertising agencies, the creation of ads, and the development of product images. Specific ad campaigns are discussed at length. Throughout, the emphasis is on advertisements for products that rely least on technical merits and most on product image for their appeal, e.g., ads for alcohol, cigarettes, perfume, and fashion.

It is also argued here that advertising trends reflect, and even prefigure, cultural trends. Trends in the advertised portrayal of health, sex and nudity, personal hygiene, and taboo eroticism are discussed at length and speculatively linked to recent changes in social values and behaviors.

The sample is composed of 2,000 print advertisements taken from 29 national-audience popular magazines between 1974 and 1978. All ads which displayed any social behaviors were selected. Ads which provided information regarding social values or advertising trends were also selected for the sample. And ads were selected which provided information regarding structural conventions. Content analysis was used to discover content regularities and trends. Books, articles, trade journals, and interviews with those in major advertising agencies were used to examine advertising agencies, advertising campaigns, and the development of product images.

This study found that there are well-defined content conventions in advertising pertaining to the portrayal of gender, sexuality, and social values. These conventions are somewhat rigidly narrow in the variety of their expression. However, advertising is sensitive to cultural changes, so that certain trends are apparent and are revelatory about the culture. This study also found that although some elements in ads are deliberately placed to elicit specific consumer responses, those who create ads actually know very little concerning what makes any particular ad sell a product. Therefore, those ads which have the most powerful effect on the consumer were most likely to be chosen for use because they had a powerful effect on those in the ad agency responsible for the ad campaign. This means that effective ad creators are effective precisely because they are members of the culture and thus reflect the culture's values and concerns, not because they have any special knowledge about the effectiveness of an ad's contents.

THE GROWTH OF ALL-NEWS RADIO: PARTICIPANTS' PERCEPTIONS OF WCBS

Order No. 7923632

PRICE, Stephen Seymour, Ed.D. Columbia University Teachers College, 1978. 142pp. Sponsor: Professor Steven Epstein

The purpose of this study was to determine what forces led to or allowed the emergence of all-news radio (a program format of news and information interspersed by commercial and public service messages twenty-four hours a day) in the sixties, with special emphasis on WCBS-AM, New York. This study has attempted to view the all-news radio concept as a social phenomenon, as a response to economic pressures, and as a symptom of this society's information explosion, which has created an appetite for news twenty-four hours a day. The public's receptivity to all-news radio has also been possibly shaped by a number of larger psychological and social trends, including: (1) the interdependence of people living in megalopolitan area like New York; (2) the increase in sensitivity to and concern about shifts in the weather; (3) the importance of radio as a means of surveillance of difficulties in troubled times; (4) the increase in the age of the general population; and (5) the importance of getting information about the local area in which one lives.

Seventeen interviews were conducted with officials, executives, and other personnel in various key capacities of the CBS Radio Division and WCBS who were involved in the conversion in 1967 and are still active in the implementation of the all-news format. They were interviewed to determine their perceptions of how and why the new format emerged, how it functions, and why it is successful. A loose interview guide containing direct questions was designed to elicit both objective and subjective responses. All interviews were taped and later transcribed.

Results of the interviews show that the respondents believe the all-new format for WCBS is successful for a variety of reasons, such as: (1) The public is crisis-oriented, more aware, news hungry, and turns to radio, especially all-news radio, as an immediate ongoing source of information. (2) The audience is predominantly "up-scale"--with better income, education, occupational level, and is more mature; however, listeners come from all walks of life. In addition, respondents believe: (1) Economic forces motivated the decision to convert to an all-news format; (2) WCBS has a costly, quality oriented format, which includes features, special reports, and hard news; and (3) Single story in-depth reporting of crisis events and emergencies is what the station does best.

The public's need to know and the all-news station's need to remain competitive appear to reinforce the continued growth of WCBS and the all-news format.

AN ANALYSIS OF SENSATIONALISM IN NETWORK TELEVISION NEWS COVERAGE OF VIOLENT EVENTS

Order No. 7921716

RAUCHER, Steven Alan, Ph.D. Wayne State University, 1979. 174pp.

The major purpose of this study is to begin the recognition of the policies of the three national commercial television networks in the coverage of violent news events. To do this, data was gathered from fifteen consecutive newscasts, five from each of the three networks. The data concerns the amount of news stories covered that were violent and non-violent nature. In addition, the network news executives, from each of the three commercial networks, were questioned by letter, in an attempt to establish the precise policy followed by each. It was hoped that the executives would be willing and able to delineate some exact news policy guidelines. This endeavor, though somewhat frustrated by the overwhelming lack of cooperation by the news executives, (their responses are available upon a separate request to the author and are not included in the dissertation) was aided by the acquisition of a transcript of a news interview program which highlighted the executive news team of C.B.S. This document (also directly available from the author) offers some interesting contradictions to the letters. Some precise news guidelines are given for the types of stories and the types of coverage. As a final approach to the question of network news policy, Broadcasting Magazine was examined for a three year period from 1975-1977, to cull anything published in this industry news weekly that further established the policy of the networks in the coverage of violent events.

Another major area of concern in this paper is the development of news coverage equipment that makes possible increased coverage of live events. This Electronic News Gathering equipment, or ENG, is examined, again by looking at information published in Broadcasting Magazine for the three year period 1975-1977.

In order to accomplish the first goal of the dissertation, to analyze the sensationalism in network news coverage of violent events, a coding instrument was developed so that trained coders could separate news stories and news visuals by whether they were violent or not. Eight hypotheses were proposed and the non-parametric one tailed sign rank test was used to analyze the results. It was found that:

1. More non-violent stories are used;
2. More non-violent visuals are used overall;
3. More non-violent news visuals are used, even in stories about violent events;
4. More news stories of both types, violent and non-violent, use visuals.

Though no attempt was made to statistically compare the three networks with each other, it would be interesting to use the instrument developed here to do that.

The second part of the dissertation, the combined information from the network news executives yielded one slightly significant piece of information. A comment was made by Richard Salant, then the President of the C.B.S. News Division, regarding policy guidelines. In response to the direct letter, he claimed no written guidelines. However, in the C.B.S. affiliate news program, Salant listed two written guidelines. The first was that C.B.S. avoided live coverage of events, so that stories could be put into context; the second stated that both sides of a story be investigated to put it into proper context.[1]

Finally, the third major area covered in this paper are the advances in the development of electronic news gathering equipment. Because of many electrical refinements, ENG equipment is now lighter, more accurate, more durable, easier to operate and less expensive than ever before. Most news operations are realizing the cost effectiveness of switching from the traditional film camera approach and its inherent time and coverage limitations, to the faster and more versatile video camera approach.

[1] "Inside C.B.S. News" Unedited Transcript of Interview on KCMO-TV, Kansas City, Missouri 4 April 1976. p. 22.

THE RELATIONSHIP BETWEEN PARENTAL TV VIEWING PATTERNS, PARENTAL INFLUENCE, AND CHILDREN'S TV VIEWING PATTERNS Order No. 7912584

ROJAS, Carlos Jorge, Ph.D. University of Oregon, 1978. 163pp. Adviser: Meredith D. Gall

The purpose of this research study was to determine the extent to which parents influence the television viewing of their children. Previous research suggests that television has significant effects – both positive and negative – on the social development of children. If this is true, parents might mediate television effects by the manner in which they influence their children's television viewing habits.

As an initial step in understanding how parents mediate television effects, this study investigated the relationship between (1) parental TV viewing patterns, (2) parental techniques for controlling children's TV viewing, and (3) children's TV viewing patterns. The following TV viewing patterns were studied: total weekly TV viewing; viewing frequency for particular programs; perception of violence in TV programs; and perception of TV's educational value.

The results revealed a moderate positive relationship between parents and their children in total amount of viewing and viewing frequency of specific TV programs. Low positive correlations between parents and their children were found for perception of violence and of educational value. These findings suggest that parents have a slight influence on sons' and daughters' TV viewing patterns.

Several findings emerged from the analysis of correlations between the Parental Control Index and children's TV viewing patterns. Slight negative relationships were found between amount of children's TV viewing and level of parental control. Also, it was found that, the more controlling the parents, the more likely it was that their sons: (1) perceived low educational value in TV programs; (2) did not watch sexually explicit programs; and (3) did watch family-oriented programs. No relationships between parental control and daughters' TV viewing patterns were observed. These results indicate that parents are more likely to control sons' TV viewing than they are to control daughters' TV viewing.

Analysis of variance revealed that the different members of the family unit (father, mother, son, daughter) tend to perceive similar levels of violence and educational value in TV. However, children spent significantly more time watching television than did their parents. Also, they perceived their parents as being less controlling than their parents perceived themselves to be.

The findings taken together suggest that parents have a slight to moderate influence on children's TV viewing patterns. Thus, if one were to make a systematic effort to improve children's TV viewing, it might not be advisable to train only the parents, since their training might not be sufficient to make an impact on their children's TV viewing. The training of both parents and children is probably the most appropriate method for making children more aware and critical of the TV message and of their own TV viewing habits.

A STUDY OF ACADEMIC ACHIEVEMENT IN TERMS OF TELEVISION VIEWING PRACTICES Order No. 7927501

ROTH, Louis Boissac, Jr., Ed.D. The Louisiana State University and Agricultural and Mechanical College, 1979. 64pp. Supervisor: Dr. Richard A. Musemeche

Research into the correlation between television viewing practices and academic achievement has long been a major concern of educators. This study established that a negative correlation coefficient existed between the number of television viewing hours per day and SRA Achievement Test scores of selected fourth and seventh grade students in one Southwest Louisiana Parish. The general hypothesis tested was that an increased number of television viewing hours resulted in decreased achievement test scores in all components of the SRA Achievement battery.

The control group to be tested consisted of 457 fourth grade students and 445 seventh grade students in one parish school system. After the necessary authorizations were obtained from parents and school authorities, the investigator conducted the surveys of two viewing days per week for four weeks. Each subject marked the appropriate item (program viewed). Number of hours viewed and SRA Achievement Test data were then correlated by computer, and a coefficient was established by using Pearson's Product Moment procedure. A negative correlation indicated that there was an inverse relationship between the number of television hours viewed and scores on the SRA Achievement Tests. The correlation was statistically significant at the .01 level of confidence. In the group surveyed, SRA scores decreased when number of hours of television viewing increased.

Because of the demonstrated correlation at the .01 level of confidence in the control group, the investigator recommends that further study be conducted which would include use of more variables (socio-economic background, race, reading level, sex) so that data can be used more effectively in academic counseling. The length of the data collection period should be extended to allow for varying academic maturation rates of the subjects. Finally, a comparative study among parishes would provide more data in order to establish a paradigm for both gathering such data and for evaluating its effect on the educational process.

THE POLITICAL AND SYMBOLIC USES OF EFFECTS: A SOCIAL HISTORY OF INQUIRIES INTO VIOLENCE ON TELEVISION AND THE POLITICAL LEGITIMATION OF MASS COMMUNICATIONS RESEARCH Order No. 7913597

ROWLAND, Willard Daniel, Jr., Ph.D. University of Illinois at Urbana-Champaign, 1978. 303pp.

This dissertation examines the political uses of the debate about the effects of violence on television. It analyzes the interaction of three communities that have shaped the terms of the debate in public policymaking for broadcasting--the Congress and related national-level commissions, the broadcasting industry, and the communications research academy.

The primary source materials are congressional hearings records that deal with the violence effects issue. The hearings serve as a central forum for public debate about the nature of contemporary American life. Additional primary sources are the violence effects research reports that have influenced these hearings.

The discussion begins with a brief review of the Payne Fund studies on violence in film (1928–1933). It then deals with the reviews of violence in television associated with the Harris hearings (1952), the juvenile delinquency investigations (Hendrickson-Kefauver, 1954–1955; Dodd, 1961–1964), the inquiries of the National Commission on Violence (1968–1969), and the research of the Surgeon General's Committee on Television and Social Behavior, guided by the Pastore hearings (1969–1972).

The dissertation discusses the importance of symbolic analysis and its application in analyzing political and social interpretations of mass media institutions. It argues for the merits of a meta-communications approach in the generation of social and cultural theory and in examination of the role of science as an American means for mediating the political and popular perceptions of television.

This analysis traces the rise of broadcasting through the history of the conflict between popular, liberal expectations for it and the realities dictated by economic imperatives. It sketches the history of social science and the development of applied broadcasting audience research, demonstrating how important aspects of American science have been influenced by the needs of government and industry. These needs and related popular attitudes are found to have established a set of relationships with social science that have had important impact on the forms and findings of television effects research.

Within this context the dissertation analyzes the practical consequences for the chief parties at interest in the television violence debate. The broadcasting industry is found to have guided the applied and academic realms of communications research, using its investment in the scientific tool as a symbol of social responsibility while subtly influencing the academic models and findings to exonerate television.

The dominant direct and limited effects models are found to be closely tied to the respective agendas of progressivist reform causes and the terms established by the industry. The social science study of media impact rises in part on the strength of its apparent ability to deliver a means for critically appraising television. For its efforts, and for willingly avoiding uncomfortable questions about epistemology, techniques and findings, communications research is promoted by both industry and government. In the end confusion about its findings prevails, and, while being widely invoked, its work can usually be refuted.

As social science has ascended in government, competing with law and engineering as another major universe of discourse about broadcasting, the political community relies increasingly on the scientific tool. Yet it too finds in effects research the vehicle for projecting an image of concerned inquiry while insuring that, due to fundamental constitutional and political economic considerations, that inquiry does not force any significant legislative action. The popular veneration of scientific method is celebrated, but the research findings tend to be inconclusive.

The dissertation finds in the ascension of violence effects research the processes of political avoidance, industrial rationalization, and intellectual compromise that are attendant upon the arrival of the social and behavioral sciences to a place of influence and authority in contemporary American public affairs.

A STUDY OF THE RELATIONSHIP BETWEEN TELEVISION EXPOSURE AND LANGUAGE ACQUISITION OF PRE-SCHOOL CHILDREN Order No. 7917784

SELNOW, Gary W., Ph.D. Michigan State University, 1978. 143pp.

This research focused on the relationship between television viewing and language development of pre-school children. It also considered relationships between language development and maternal factors, then language development and sibling variables.

In the first series of analyses, child language ability was correlated with total television viewing time and then with five subcategories of program types. The next series considered language ability in terms of a composite exposure-language level index which represented program exposure weighted by language sophistication modeled by television programs.

Language ability, total television viewing and viewing of programs by category were then considered in terms of the mother's education level. Finally, there was an analysis of two elements of Zajonc's Confluence Model which predicted relationships between (1) sibling number and language ability and (2) birth order and language ability.

Language samples were collected according to clinical procedures outlined by the Developmental Sentence Scoring Analysis for 93 children ages three years and five months to five years and eleven months. In addition to language samples, data on television viewing patterns of subjects were collected from logbooks maintained for a one week period by parents. Demographic information was also obtained. Scripts of frequently viewed programs were then analyzed according to Developmental Sentence Scoring procedures.

The analysis revealed a relationship between television viewing and language development for this sample. Viewing time across all program types was negatively related with language ability and this negative relationship was strongest for cartoons and family drama programs. Using the exposure-language level index, it was discovered that children who viewed a greater number of hours of language-sophisticated shows tended to score higher on the language assessment instrument. Those who viewed a greater number of language-poor shows tended to score lower on language measures.

Mother's education level was positively related to the child's language ability, as sociolinguistic theory predicts. Mother's education level was also positively related to the language sophistication of programs viewed by children. Partialling out mother's education reduces, but does not eliminate, the correlation between language ability and television viewing.

Finally, language ability was substituted for standard intelligence measures used in previous research on the Confluence Model, and the analysis supported two key propositions: as the number of children in a family increased, the child's language ability tended to decline. Similarly, language ability scores tended to decline with birth order of a child.

COMPARATIVE ADVERTISING: A DETERMINATION OF EFFECTS Order No. 7917796

STACK, Robert Thomas, Ph.D. Michigan State University, 1978. 122pp.

Until recently, advertising which contained explicit verbal and/or visual identification of competitors was discouraged through various industry and media codes and by a common apprehension that naming competitors or mentioning opposing claims served only to promote the competition and to weaken one's own claims. With increased usage and greater explicitness in naming competitors and making clear, by means of comparison, the specific differences between brands, has come a debate over the legal and ethical aspects of comparative advertising; however, little attention has been devoted to systematically examining the effects of comparative advertising. This study attempts to answer some questions of comparative advertising effectiveness confronting business strategists and public policy makers. It attempts to determine whether there are any significant differential effects achieved by a comparative versus a more traditional approach to advertising.

Hypotheses were developed for six research dimensions: interest level, believability, informational value, sponsor identification, composition of the evoked set, and statement of choice criteria. A conceptual framework, which recognizes the interaction of comparative and message sidedness components, was used to examine variations in advertising format for each research dimension.

Four experimental television advertisements, for an existing brand of digital watch, were prepared to represent four treatment conditions: exposure to a one-sided non-comparative advertisement, exposure to a one-sided comparative advertisement, exposure to a two-sided non-comparative advertisement, or exposure to a two-sided comparative advertisement. The only element of difference between the four experimental advertisements was the format in which the brand claims were presented; two-sided advertisements disclaimed superiority on some product features and comparative advertisements identified competitor brands.

To minimize the possibility of subjects having a predominantly evaluative response set, such as has been the case where nothing but the advertisement was presented for their evaluation, the experimental advertisements were edited into a syndicated television program and a post test-only methodology was employed. After viewing the television program, the 125 subjects completed a questionnaire consisting of 18 multiple choice and Likert-type questions. The data generated by the experiment was subjected to the Kolmogorov-Smirnov two-sample test.

In analyzing the data it was found that comparative advertisements consistently received significantly better interest level, believability, and informational value ratings than their non-comparative counterparts, with one-sided treatment showing the most conspicuous differences. No significant differences were found, however, between the interest level, believability, and informational value ratings of one-sided and two-sided comparative advertisements.

In an apparent refutation of the idea held by many advertising practitioners, that viewers may become confused by comparative advertisements and attribute the sponsor's superiority claims to one of the named brands, the ability of the viewer to correctly identify the sponsor of the advertisement was not significantly affected by variations in message sidedness or comparativeness.

Comparative advertisements did significantly influence the viewer's identification of major competing brands, while the message sidedness and brand ownership components exhibited little or no effect on the incidence of named brands in the composition of the evoked sets of viewers. Similarly, choice criteria for digital watches were not significantly altered by changes in advertising format or brand ownership.

Making specific brand attribute claims, via comparison with named and recognizably presented competitors, proved to be a viable technique for improving the interest level, believability, and informational value ratings of a particular promotional message. Evaluating comparative advertising effectiveness is, however, a complex issue and much remains to be learned about the conditions of comparative advertising effectiveness; a number of future research suggestions are included in the study.

A SURVEY OF RELIGIOUS TELEVISION BROADCASTING IN THE LOS ANGELES METROPOLITAN AREA AND PROPOSALS FOR CHANGE: NEW STRATEGIES FOR MAINLINE CHURCHES
Order No. 7919930

STEEL, William Edward, D.Min. School of Theology at Claremont, 1979. 215pp.

This project has been carried on under the auspices of the Doctor of Ministry Program at the School of Theology at Claremont, California. The project summarizes findings and proposals carried out over a two and one-half year period, during which time the author served as Director of Communications for the Pacific and Southwest Conference of the United Methodist Church.

There are four major thrusts to the project.

I. Program monitoring and analysis. During the course of the project the author monitored most of the religious television programs broadcast in the Los Angeles area. Typical programs are reviewed and critiqued from the standpoint of contemporary theology in mainline denominations.

II. Evaluation of existing broadcast strategies by the Southern California Council of Churches. At the beginning of the project, the Council and its member denominations were represented by a council-related, but independent corporation, Religion-in-Media (RIM), as broker for public service time and representative to the media industry. The deterioration and eventual dissolution of relationships between the conciliar denominations and RIM are traced, and efforts to avoid the break in the relationship are described.

III. Description of the process by which a new media coalition was created. The development of a new media strategy by the mainline denominations of Los Angeles is traced, and the creation of a new media consortium (ECUMEDIA) is outlined. Included are working documents which were crucial to the formation of the new agency. New communications priorities have recently emerged among the mainline denominations, and their impact on future media strategies is suggested, along with a theological rationale for future relationships between the church and the broadcast industry.

IV. New programming proposals. Models for future television efforts by the mainline denominations are outlined in "treatments" for three new programs. These treatments address the shortcomings of current programming and seek to build on the current priorities of the mainline churches.

During the period of this research, a number of unexpected needs and problems have surfaced. The proposals contained herein are efforts to expand and improve the current impact of the mainline denominations through the television broadcast medium.

Proposals for resourcing the creative community should offer new insights from the church in prime-time programming. Resourcing can provide greater visibility for the concerns of the churches.

Proposals for monitoring of program content and management practices will reflect community concerns which are shared with many citizens' groups in Los Angeles and throughout the country. Monitoring will represent the churches' commitments in the industry.

Proposals for new "public service" programs should help to clarify the identity of the mainline churches and interpret their concerns to the larger community. New programming which reflects more accurately who we are and where we are could reinforce our teaching and preaching and be a stimulus for evangelism and outreach.

If the scope of the project is large, the methodology has been quite personal.

The author viewed, analyzed and reviewed countless hours of television broadcasts.

The organizational material deals with the results of two years of meetings with others who had denominational communications responsibilities, as well as the Board of Directors of RIM and communications officers of several major denominations.

The development of ideas for new programming is based on interviews with radio and television executives, as well as successful writers, producers and directors.

The final philosophical and theological statements are based on comments and suggestions by several leading theologians, as well as more than twenty years experience as a media-watcher and a minister of the United Methodist Church.

RACE, PUBLIC OPINION, AND PRINT MEDIA COVERAGE
Order No. 7914259

STROMAN, Carolyn Alma, Ph.D. Syracuse University, 1978. 156pp.

In this research, considerable attention was focused on the associations between black public opinion and white public opinion, and black editorial coverage and white editorial coverage. The major focus, however, was on the relationship between public opinion (black and white) and print media coverage as indexed in the Readers' Guide to Periodical Literature.

Agenda-setting research asserts that media coverage of issues influences public opinion regarding these issues. Data were collected from public opinion surveys, the Readers' Guide, and black and white newspaper editorials, and examined for evidence that public opinion regarding selected issues varied as print media coverage of these issues varied.

A major purpose of this study was to determine if support for an agenda-setting effect of editorials would surface. The results of this study indicate that, in general, editorials do not have an agenda-setting influence.

Mixed support for an agenda-setting influence by general print media coverage, as measured by Readers' Guide coverage, was found. That is, the agenda-setting hypothesis holds only for short term issues. In this respect, the impact of the print media is similar for both black public opinion and white public opinion.

The assertion that the emphasis of the media becomes the emphasis of the public was not generally substantiated in this study. Blacks, in particular, appear to have their issue priorities determined by something other than print media coverage.

On the basis of the data gathered, two conclusions seem warranted. First, the length of time an issue has been mentioned appears to be a key variable in the relationship between public opinion and print media coverage. Secondly, race and issue salience seem to have some effect on this relationship, though this effect is not as pronounced as length of time that an issue has been mentioned. Thus, the study concludes that these three variables (race, issue salience, and length of time an issue has been mentioned) hold significance for future research in this area.

THE HISTORY OF PUBLIC TELEVISION IN THE STATE OF UTAH Order No. 7919658

TARBOX, Norman Carlyle, Ph.D. The University of Utah, 1979. 510pp. Chairman: Robert K. Avery

This study traces the development of noncommerical television within the State of Utah from January, 1950, until July, 1978. The investigation details how noncommercial television developed in the sparsely settled State of Utah, emphasizing the chronology of major events and the primary participants who contributed to this development.

Initial cooperative effort for the development of Utah's single VHF noncommercial television channel did occur. These efforts resulted in legislative action creating a State Television Commission. A subsequent veto of this enacting legislation by the Governor dramatically altered this cooperative effort.

Following the veto, Utah gave rise to the development of five noncommercial television stations (more on-air-station capability per capita than any other state in the union). Although rivalries among contending agencies or institutions for a single channel reservation were not uncommon in many areas of the country, the intensity and resultant effect make the Utah situation unique. Environmental factors not common to other regions of the United States, coupled with dominant personalities, played a significant role in establishing the direction and emphasis which noncommercial television followed in Utah.

AN INVESTIGATION OF THE RELATIONSHIP BETWEEN CHILDREN'S TELEVISION VIEWING HABITS AND THEIR BEHAVIORS IN UNSTRUCTURED ACTIVITIES Order No. 7916094

WALTHER, A. Ruth, Ph.D. Southern Illinois University at Carbondale, 1979. 115pp. Major Professor: Dr. Nancy L. Quisenberry

Purpose

The purpose of this study was to explore the relationship of viewing television programs with the desirable and inappropriate behaviors observed in kindergarten children in unstructured activities in the classroom and on the playground.

Subjects

The population sample for this study included 51 kindergarten children of Caucasian descent. These students represented a variety of socio-economic levels, occupations, and family backgrounds. Each student attended kindergarten for two and one-half hours five days per week.

Procedures

This study assessed the broad range of behaviors of two groups of kindergarten children and correlated these findings with the variables of social position, sex of the child, number of hours of television viewing, and the interaction of television viewing and the sex of the child. Parents of the 51 children in this study were interviewed to determine the number of hours that their child viewed television per week. The interview also yielded information regarding the occupation and educational status of the head-of-the-household. Each child was observed in unstructured activities in the classroom and on the playground for a total of one hour. Behaviors were recorded every 10 seconds of a two minute observational period. A total of 360 behaviors were recorded for each child.

Analysis of Data

The dependent variable of inappropriate behavior was correlated in this analysis using Nie's (1975) Statistical Package for the Social Sciences (SPSS) multiple regression procedure with the four independent variables of social position, sex of the child, hours of television viewing, and the interaction of hours of television viewing and sex of the child. An analysis of variability for the inappropriate behaviors was applied to the data to ascertain the relationship of sex of the child and television viewing on the behaviors of two groups of kindergarten children during unstructured activities after adjusting for the effects of the parents' social position. A series of multiple regression analyses provided the basis for partitioning the variance of the dependent variable, inappropriate behavior among the covariate, social position of the parents, and the other independent variables of sex of the child, hours of television viewing, and the interaction of hours of television viewing and the sex of the child, and the residual factors unaccounted for in this sample of kindergarten children. An F test was used to determine the F ratio to test the significance of the three hypotheses defined for this study.

Results

The findings indicated that the 51 children watched an average of 38.10 hours of television per week.

A significant negative correlation was found between the frequency of inappropriate behaviors in unstructured activities and the total amount of time spent viewing television. The total amount of time spent viewing television did not adversely affect the number of inappropriate behaviors; the children who were heavy viewers displayed few inappropriate behaviors in the school setting. The research further revealed that children who watched large amounts of television also displayed many desirable behaviors in unstructured activities.

There was no significant relationship between the frequency of inappropriate behaviors and the sex of the child. There was no significant relationship between the frequency of inappropriate behaviors and the interaction of the total hours of television viewing and sex by interaction after adjusting for social position.

Conclusions

The results of this research suggest that the average number of hours of television viewing is now higher than it has been in the past. This study further suggests that children who are heavy viewers of television do not exhibit great amounts of inappropriate behaviors in unstructured activities. It was further concluded that spending much time viewing television does not inhibit the display of desirable behaviors.

A CRITICAL ANALYSIS OF THE ROLES OF WOMEN IN A LOCAL MEDIA INDUSTRY Order No. 7913939

WATT, Marilyn Stahlka, Ph.D. State University of New York at Buffalo, 1979. 319pp.

Many studies point to the influence of electronic media in determining the roles and interactions of human beings. The proportionate lack of women in decision-making positions in the media profession could conceivably have hindered programming decisions and deprived the public of a more pluralistic view. Non-discriminatory employment is a goal of the Federal Communications Commission which is the communication federal regulatory agency. It uses an annual employment report, FCC Form 395, to obtain an employment profile of the broadcast industry. Form 395 has been considered the cause of the lack of success of pluralistic employment. Its role definition and occupational categories are unclear and limited and its instructions create possibility for error. An

adequate assessment of the professional situation of media women could indicate directions in which more effective ascertainment of women's roles could be accomplished. The emphasis of this study has been placed upon the assignments, experiences and perceptions of media women regarding their roles in a local industry. The profile which emerged from this study in Buffalo, New York, in August, 1978, reveals norms which are usable as models for other studies.

The present study utilizes the four upper categories of Form 395 which are considered decision-making by the FCC.

Ten variables of media employment were constructed from fifty-one short answer questions which were descriptive of the media employment situation. The variables which were examined were: (1) employment history, (2) demographic background, (3) reasons for employment, (4) significance of location, (5) response to company policies, (6) perception of power, (7) approval of others, (8) perception of sense of worth to the company, (9) media consumption and (10) influence of media stereotypes. It was the data from the clerical category that evidenced role confusion and inappropriate job titles. The official and manager category data reported inflated titles, salary far below standard and a lack of meaningful decision-making power. Role confusion and dissatisfaction with lack of in-service training were significant evidences from the professional category. Technical and sales personnel showed a positive pattern of agreement with the importance of location related to hiring and promotion. Women employed in media perceive themselves as being skilled, unappreciated by their employers, employed because of financial necessity and underpaid.

It was in three open-ended questions that the 121 volunteers from among the 211 women employed in media in Buffalo detailed more of their concerns.

A second part of the questionnaire-interview schedule made provision for more detailed answers from the participants and encouraged them to agree to an interview with these questions as the interview schedule. Their views were more related to negative rather than positive perceptions of their employment.

Nineteen personal interviews yielded a wealth of "impressions" on the roles played by women employed in media.

The profile of the professional roles of women employed in electronic media is usable as a model for further study related to the employment of women in media.

TELEVISION ADVERTISING TO CHILDREN: EXPOSURE EFFECTS AND PARENTAL INFLUENCE

Order No. 7918662

WIMAN, Alan Russell, D.B.A. The University of Tennessee, 1979. 204pp. Major Professor: Gerald E. Hills

Many writers have implied a relationship between children's exposure to television advertising and a variety of outcomes, but most of these have not been adequately demonstrated. At the same time, consumerists have implored parents to exert influence on the quantity and quality of television viewing by their children, assuming a beneficial result. Accordingly, this research has two major objectives. The first is to explore whether or not exposure to television advertising is related to certain cognitive, attitudinal, and behavioral variables. The second objective is to determine the importance, if any, of parental influence in mediating these effects. In this regard, parental influence through (1) parent-child interaction, and (2) structural control of the viewing environment is of special interest.

Data for this research was generated through personal interviews with children and their mothers in the subjects' homes. A procedure of dual interviewing was utilized whereby child and parent responses were recorded simultaneously by two interviewers in different rooms, eliminating any opportunity for interaction and influencing of one subject by the other. The three primary independent variables measured include the number of hours of children's programming viewed weekly by the child ("exposure"), the frequency of parent-child interaction on the subject of TV advertising ("interaction"), and the frequency of control actions by the mother ("control"). The dependent variables included the child's misunderstanding of the concept and purpose of commercials ("cognition"), recall of advertised brands ("recall"), attitude toward TV advertising ("attitude"), and frequency of purchase requests for products and services ("purchase requests"). The sample consisted of 222 third and fourth grade children and their mothers.

A statistical analysis of the data employed the use of t-tests, correlational analysis, and regression analysis. The findings can be summarized as follows:

1. Cognition was not found to be related to exposure or interaction. It was, however, correlated positively with the child's age, his/her attention level during the viewing of commercials (as compared with that during programming), parental control, and recall of advertised products.
2. Recall was not found to be related to exposure or control. However, it was found to correlate positively with cognition and negatively with attitude toward TV advertising.
3. Attitude was not found to be related to exposure, but correlated negatively with control. The child's attitude generally correlated with that of his mother, but the magnitude of the difference between them was positively correlated with the amount of parent-child interaction. The child's attitude correlated negatively with grade level and with recall. Finally, males' attitudes were more negative than those of females.
4. Children's purchase requests were found to be positively related to exposure, parent-child interaction, and parental exposure to television. A negative relationship was found between purchase requests and the number of older siblings present in the household. Parental control was not found to influence the frequency of purchase requests.

This study presents strong evidence to support the claims of parents and consumerists that television advertising stimulates requests by children for products and services. It also indicates that parents who create more opportunities for such requests to occur by interacting more frequently with their children do indeed receive more requests. The findings can also be interpreted to show that parents have more influence in the formation of their children's attitudes toward TV commercials than the amount of commercials to which the child is exposed. Finally, cognition and recall appear to be a function of variables not measured in this study. A multitude of opportunities remain for the exploration of additional variables and the processes in which they operate.

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